

# SPEIRS MAJOR

Armani Fifth Avenue,  
New York, USA

# LIGHT ARCHITECTURE

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To preserve the transparency and the artistic intention in respect of planning conditions for 5th Avenue, we developed a unique light façade from a series of vertical, mirror-polished bars that ‘dissolve’ into the architecture of the building and become increasingly sparse along the building’s W56th Street Elevation.

CLIENT  
Armani Corp.

CONTRACTOR  
Americon

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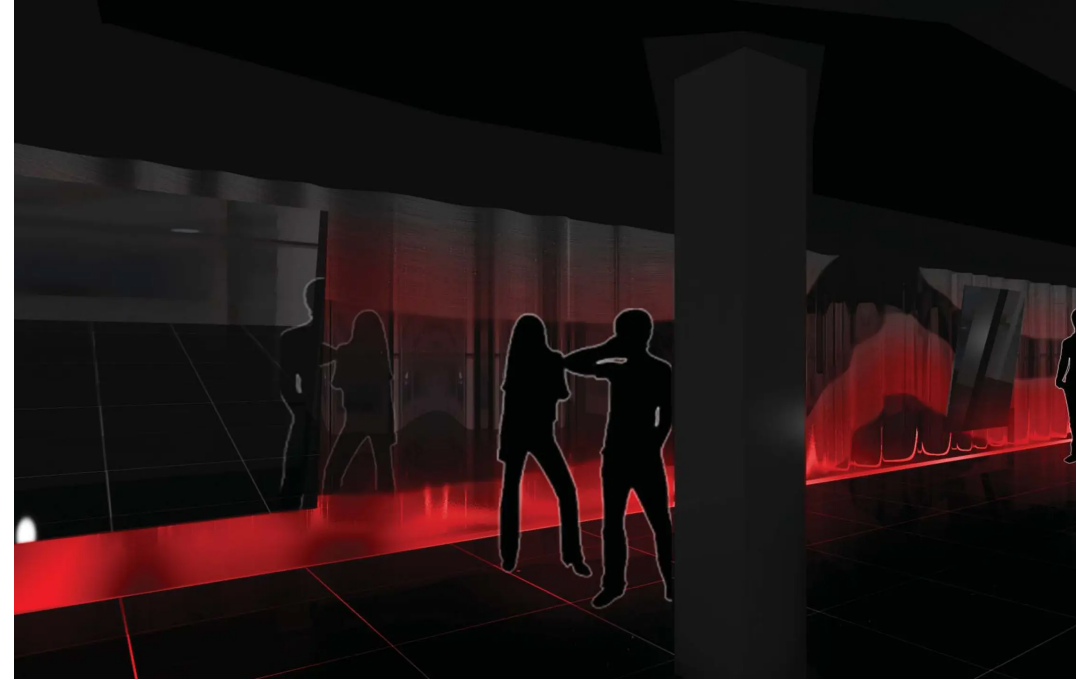
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The restaurant represents the pinnacle of the Armani 5th Avenue experience and is a flattering environment for both lunch and dinner guests. The light composition balances privacy and glamour by bouncing a warm golden light from the tables on to diners' faces. Minimal light between the tables allows them to float elegantly within a dark sea. The space is enveloped by diffuse, slow moving patterns from the façade's light veil – adapted to face inwards in the restaurant, and concealed behind semi-opaque curtains. A light on the curved wall, leading diners into the restaurant ripples like a billowing sail in the wind, triggered by guests passing by.

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Within the high contrast retail space, concealed light pin points each item of clothing as if it were a revered cultural object.

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