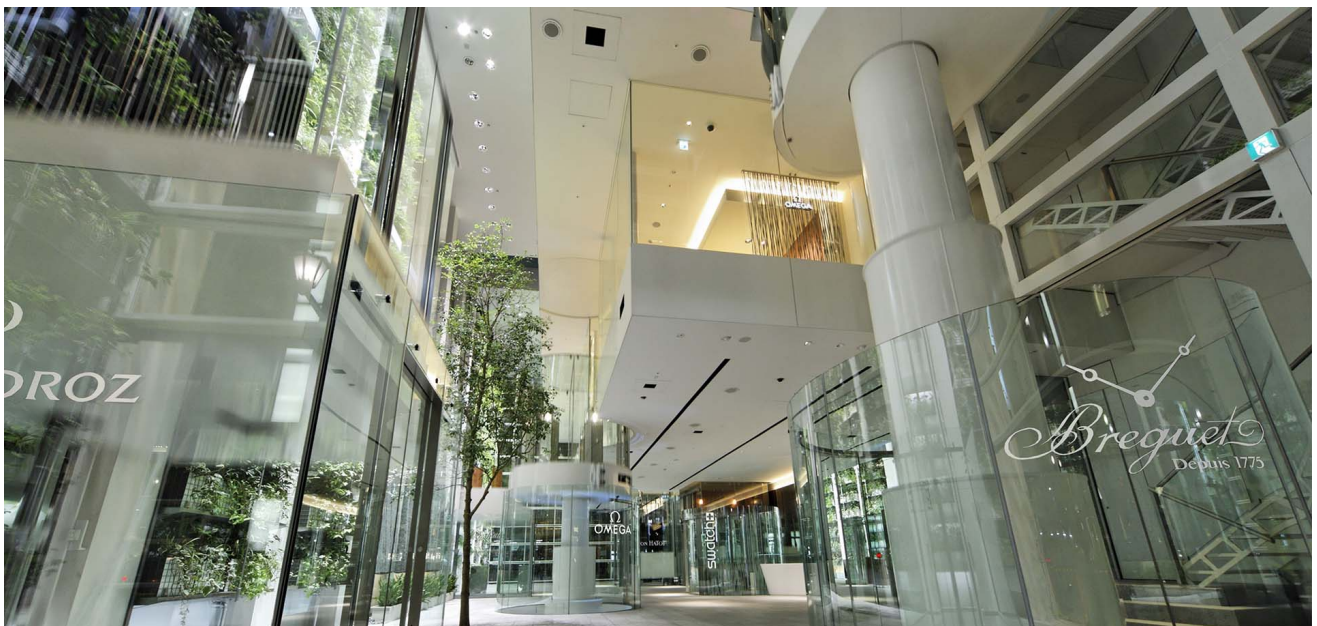


Year: 2007

Location: Japan

Program: Retail Store

Nicolas G. Hayek Center



The entire facade facing Ginza Street is covered with a glass shutter, allowing a three floor atrium to transform into an enjoyable interior-exterior space, which is naturally ventilated in the spring and fall. A public passage is created by opening the front four-floor high glass shutter and rear facade. This welcoming public passage with a green wall and flowing water allows people to enter the building freely. Along the passage, there are seven glass showrooms, showcasing the Swatch Group brands. These showrooms are in fact functioning hydraulic elevators, transporting the customers to each brand's main showroom, on the upper floors. Typically in the Ginza area, customers are concentrated only at the street level retail space, and this new method of customer movement solves this general problem.