

Year: 2007

Location: Japan

Program: Retail Store

Nicolas G. Hayek Center



To accommodate seven watch brands in one building, the boutiques needed to be stacked vertically, causing disadvantage to upper floors. To avoid this inequality, the first floor was given seven individual showroom elevators that lead visitors directly to the respective boutiques. A “green” wall livens up the northeast wall of the interior, and glass shutter façades open to transform upper floor atriums into open terraces and the first floor into a green shopping street.