



West Elm New York

For West Elm's newest flagship on Manhattan's Upper West Side, designers created the illusion of found space by designing an irregular perimeter wall pattern that shifts back and forth. "The odd-shaped walls and floorplan create these interesting niche spaces," says Michael Neumann, whose firm collaborated with the retailer and Callison (Seattle) on the design.

For instance, a loft becomes a focal point for a collection of end tables and chairs, where furniture is placed floor-to-ceiling on wooden shelves mounted on a wall of industrial backlit windows. Other alcoves within the 24,000-square-foot, two-story space feature individual products and elevated platforms for complete lifestyle displays.

At the first-floor entryway, a series of shadowboxes flank the escalator and house actual furniture pieces and room sets, as well as seasonal graphics. "When you walk in the front door, you're immersed in the product," says Neumann. "It really gives you a feeling for what you're going to see upstairs." — Sarah Fasce

PROJECT SUPPLIERS

DESIGN
Williams-Sonoma Store Design Team,
San Francisco

Michael Neumann Architecture
New York
Callison, Seattle

MILLWORK/FIXTURE
MANUFACTURER
Sajo, Montreal

LIGHTING
Capitol Light, Hartford, Conn.

SIGNAGE/GRAPHICS
Thomas Swan Signs, Richmond, Calif.
Triangle Signs, Baltimore, Md.

GENERAL CONTRACTOR
Fisher Development, Chicago

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