

TOP SHOPS



LINKS

Jeffrey Hutchison & Associates

Barneys Japan

The third Barneys to open in Japan, following those in Shinjuku and Yokohama over a decade ago, the Ginza store occupies the basement, ground and second floors of the of the new 10-floor Kojun building, developed by the prestigious private Kojunsha Club, with offices on the top two floors. Barneys will total 3344.5 sq m., and targets an evolution of the brand's image of taste, luxury and humor.

Each Barneys isn't a clone of the last, but relies on a vocabulary of impeccable taste, cutting edge merchandise, sophistication and style. JHA's goal is to advance that visual language and found a new Barneys generation.

The basement floor (men's apparel), plays on depth and uses rich materials to reinterpret classic modern spaces from the 1940's and 50's: lacquers, wenge, oak, and ebony with steel, brass and nickel. The ground floor (women's and men's accessories) has marble mosaic and limestone floors with cherry, anigre, and mahogany woods with nickel and brass details. The second floor (women's apparel) relies on limestone, oak floors with anigre, ceruse oak and nickel.

Collaborating with visual artist John Paul Phillippe, Hutchison envisioned artistic installations to provide organization and separation as well as visu-

al unity. A 3-floor-high sculpture in brushed steel frames the central staircase. The wall is an undulating structure with non-symmetrical cut-outs, framing additional works of art that communicate information or seasonal themes. Other screen walls act as decorative elements and identify sections of the store. The staircase is simple and elegant, with a waxed plaster finish on the outside, rosewood panelling inside and limestone steps.

Hutchison's sought to create an atmosphere that said Barneys, despite not being allowed to alter the light-blocking of the Kojun building. Hutchison hired Johnson/Schwinghammer to create a lighting design that would overcome this. The lighting is different on each floor, but the unifying theme suggests that natural light enters, dispelling the feeling of enclosure.

In the basement, intense light seeps in through tiny, randomly placed, ceiling slots.

In the immense ground floor, brightly lit coffer give the impression of skylights in a shopping arcade.

In the Second floor, cool light is placed behind walls and around corners, as if penetrating the building from outside. The effect is never stark and obvious, but subdued, teasing the eye with simulated shafts of daylight.

Location: Ginza, Tokyo, Japan

Client: Barneys New York

Architects: Jeffrey Hutchison & Associates

Design team: Alle McKenzie,
Alexandra de Gedeon, Kristen Woogen,
Kyrilee Kniffow

Consultants: Johnson/Schwinghammer (lighting),
John Paul Philippe (decorative artist),
Rico Albrecht (sculpture wall adviser)

Photographs: Contributed by Jeffrey Hutchison & Associates





Longitudinal cross section





Stair cross section

















