



Young Americans of the Atlas

This week's Editor's Focus in the Phaidon online Atlas takes a look at new architectural talent in the United States



3.1 Phillip Lim, Seoul - Leong Leong

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It's Friday and time again to check in what our colleagues at the Phaidon Atlas have been working on this week. The subject of their latest Editors' Focus series is new architectural talent in the United States. With its world-leading design schools, it's no surprise that America continues to generate top architectural talent. And even in the face of the economic downturn, these top young firms proved resiliently bold in material and spatial experimentation, while looking abroad for commissions and sourcing new types of clients. Here's our pick of the practices and projects they've selected for special attention. You'll find plenty more though at the Atlas here. If you want to see all of them, plus a whole lot more, sign up for a free trial here.

3.1 Phillip Lim Seoul, Leong Leong The 3.1 Phillip Lim flagship store (main picture, above) is located in Cheongdam-Dong, Seoul's premiere fashion district. The typology of a flagship store is characterized by the simultaneous need for sameness and difference as it functions to reinforce and refresh a brand's identity. Typically, the consistent repetition of brand traits is necessary to reinforce an identity, while novelty refreshes the aura of the brand. This project explores the use of repetition and surface to create a singular brand image with a multiplicity of atmospheres. The design incorporates a 20-meter envelope re-surfacing the existing building. The concrete tiles progressively flatten as they climb the façade, creating a supple gradient that fades into Seoul's often overcast and depthless grey sky. The flowing interior is a sequence of intimate spaces that frame the clothing in tactile materials. The perimeter walls are lined with mirror, transforming the interior into a landscape and multiplying the space into a field of infinitely-extending enclaves.

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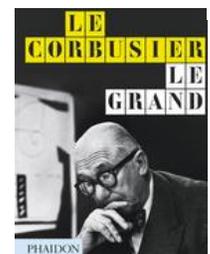


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