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Architecture of a New World

GCC Middle East Asia Africa Indian Subcontinent

16 CULTURE CAPITAL

Abu Dhabi's Saadiyat Island, United Arab Emirates

ARCHITECTURE Abu Dhabi looses all inhibitions in its race to become one of the culture capitals of the world with four iconic projects: the Abu Dhabi Guggenheim by Frank Gehry + Louvre Abu Dhabi by Jean Nouvel + Performing Arts Centre by Zaha Hadid + Maritime Museum by Tadao Ando + more **HOUSES** Three diverse and distinct designs from India, Canada and China **INTERIOR DESIGN** Statement-making interiors that stand out from the crowds **COMMUNITY & PLANNING** The world's first carbon-free city + more **LANDSCAPE DESIGN** Competition-winning design of the eco-environmental park in Mexico City + more **GREEN ARCHITECTURE** The world's first house to be completely lit by LEDs + The 24th IALD Awards + more **CONSERVATION** The multi-award winning Hotel Condessa de **PRACTICE** Vaastu Shastra + industry news + more

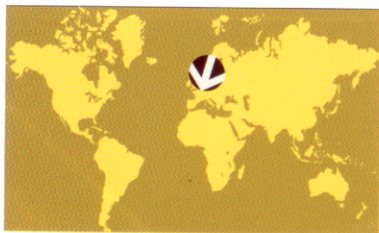
UAE AED 50.00 **GCC** US\$ 13.50 **Middle East** US\$ 16.00 **India** US\$ 10.00 **UK** GBP 9.00 **Europe** Euro 12.00 **World** US\$ 17.50





AXONOMETRIC CUT-OUT

Lemaire's 'Apartment'



PROJECT DETAILS

PROJECT Lemaire Boutique, Paris
LOCATION 28 rue de Poitou, Paris, France
CLIENT Christophe Lemaire, Avant Co
INTERIOR DESIGN Franklin Azzi Architecture
PRINCIPAL DESIGNER Franklin Azzi
DESIGN CONSULTANT Robert Carr

PROJECT TIME FRAME

PROJECT START June 2006
PROJECT END January 2007

PROJECT FACTS

SITE AREA 100 sq. metres
SURFACE AREA 220 sq. metres
BUILT-UP AREA n/a
BUDGET EUR 280,000 (US\$381,500)
STATUS Complete, 2007

As well as being the artistic director at Lacoste, Christophe Lemaire more recently re-launched his own brand entitled simply: Lemaire. Working in association with the Japanese company Avant Co., Lemaire's first collection, unveiled in January this year, is seen as a prefiguration of his new label and can be discovered as well as his first store in the area of Haut-Marais, in Paris.

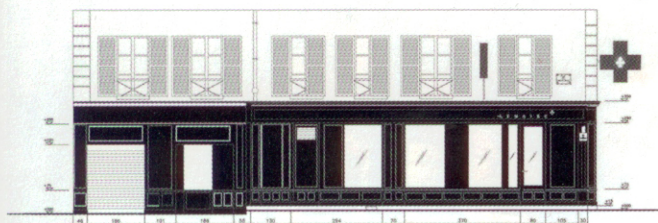
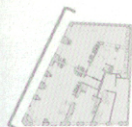
Born in Besancon, France in 1965, Christophe Lemaire perceives and conceives fashion in the large meaning of the term. It is, in his eyes, a style matter, which he feeds with references and codes. The Lemaire collections are an idealisation of a universe, covering for quite some time now, the large strata of pop culture, rock, mods and its misadventures too, perfectly portrayed by Ted Polhemus (Streetstyle: From Sidewalk to Catwalk (Paperback)). It is no secret that music and its pop evolution, its many

attitudes and feeling of freedom, have always fascinated the designer.

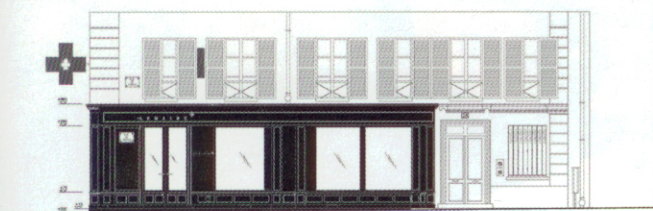
The store

While his store in Tokyo will open in December 2007, Lemaire opened his Paris store earlier this year. In close proximity to the rue Vieille du Temple, at 28 rue de Poitou stands a black facade, adorned with the clover emblem of the brand, forming an angle with the rue de Saintonge. This is where, in over 100 sq. metres, through three rooms with a different atmosphere in each, Lemaire fully expresses his universe.

Designed by Franklin Azzi Architecture (FAA), the outlet, FAA's first project in Paris, is less of a retail environment, but more of a residential apartment. Capitalising on the increasing trend in dandy aesthetics, the outlet is designed to appeal to the 'urban dandy' customer.



ELEVATION - A



ELEVATION - B

This store is the logical destination of each collection, but also a sort of secret box, where, in this very context, the collections take on their full meaning. Far from denying the commercial aspect of clothing, in the way that it is made to be worn and not just for fashion show purposes, Lemaire really works on making his collections clear within the store set-up.

However, Lemaire's universe really is there. Within a totally contemporary architecture, under a white gold faceted ceiling, various furniture styles share the space, with hi-tech elements and vintage music instruments, really portraying a chic and diverse atmosphere, and a 'tired luxury' feeling that is really important to the designer.

Everything seems to aim towards breaking up with the minimalism style. For example, the cashier's desk was replaced by a Chesterfield golden leather sofa, where transactions take place in a most unusual way, but quite comfortably.

In taking part in expressing his own taste, Lemaire has decided to make the space more personal than conventional. Text: Franklin Azzi Architecture, illustrations: Franklin Azzi Architecture, images: Luc Boegly. Edited: Architecture+

