

# DDi

Our 25th Year

Store Design | Architecture | Branding | Visual Merchandising | Marketing

## A hockey arena turns foodie fanfare at **Loblaws**

page 24

**POST-SHOW ISSUE**

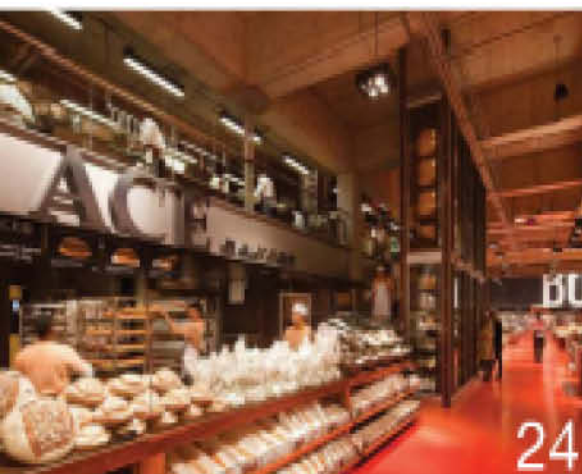


**GLOBALSHOP 2012**

hosted by CIBT

Feb. 29-March 2

Report: Food Retailing | Tiffany & Co. | Multichannel Retail



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## DDi Coming in...

June: The Creativity Issue  
July: Future Leaders 2012

Tiffany's renowned Melbourne, Australia, store features a soaring, vaulted, 25-ft-high ceiling.





# Jewel of a space

Tiffany & Co.'s Melbourne redesign is a radiant new architectural image of the iconic international brand

By Vilma Barr

New York-based Tiffany & Co. has been a fixture on the retail scene in Melbourne, Australia, for 16 years, serving a population of more than 4 million fashion-aware residents. For the total renovation of its downtown Collins Street store, formerly the Bank of Melbourne building before Tiffany occupied it in 2001, the new aesthetic blends elements of theatrical stage light and lighting with innovative retail architecture.

Founded in 1837, Tiffany & Co. operates more than 200 stores worldwide. For its 13,453-sq.-ft. Melbourne store, interior planning and design was carried out by Tiffany & Co.'s in-house design team, while PTED Environments served as the architects of record, and New York-based Maracini Duffy was retained for construction documents and construction administration.

To develop a classic "Tiffany's" ambience for Melbourne, the in-house design team researched the archives of the 175-year-old retailer to impart an aura of timelessness to the overall Melbourne store aesthetic. "For example, the exterior is framed in white marble and illuminated wheat-patterned glass, similar to the entry of the Fifth Avenue and 57th Street flagship," says Christian

Labrade, Tiffany design director. Façade art glass uses color-changing LED grazers to achieve a saturated blue. Australian suppliers and artisans were commissioned to supply architectural and display elements for the store. Glass firm Sydney-based Associl Group, for example, was the resource for the double-height entry space with its frame of double-laminated, glass curved-wheat-pattern.

To create the soaring, vaulted, 23-ft.-high ceiling, the rear half of the existing second level was removed and a mezzanine level was constructed. The mezzanine level has a circular cutout to accommodate a massive chandelier that extends from the top level to the ground floor. Crafted by local artist Dean Smith, the chandelier is comprised of 500 pieces of custom-blown pieces in Tiffany Blue.

The six illuminated curves that span the vaulted ceiling were inspired by theatrical proscenium arches and are meant to visually divide the selling space. Walls are also white to give dimension to the soft-gray, rift-cut white oak display fixtures with metal frames. Floors are covered in gray carpeting or polished white marble.

To light the curved ceiling coves, lighting



**Top:** A chandelier comprised of 500 custom-blown glass pieces extends through both levels.

**Bottom:** The façade art glass uses color-changing LED grazers to achieve a saturated blue.

designer Emily Monaro of New York-based Croley Monaro Studio used LEDs for their long life and calibrated beam angles.

"We want to create a sense of excitement for every customer who enters our stores," says Anthony Bohins, group vice president, global real estate and store development for Tiffany & Co. "Our goal is to make Tiffany a place that provides customers with a place worthy of fulfilling time-honored traditions and celebrations of life's most important moments." **DDI**

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