

JOHN BARTLETT SHOP
Greenwich Village, NYC



There were very few changes that David Gauld, the architect / designer, could make to the store in the landmark building in Greenwich Village that now houses John Bartlett's wares. The relatively small space, only 500 sq.ft., is the flagship store for the up and coming, award-winning menswear designer. And yet, according to Gauld, "the storefront was rebuilt in a way that honors its historic style while also identifying its new use."

The design objective was to create, in this limited space, the essence of Bartlett's brand: sly, erotic, masculine and modern—delivered with a twist. The irregular shaped space has been given a focus by a central ceiling medallion and an overscaled light fixture. The ceiling was removed to expose the wood joists and also maximize the height in the shop. Because space is limited, the perimeter zone near the open ceiling is now used for storage. Glass and steel laboratory cabinets were installed over the hang rods and built-in





storage cabinets were added to the dressing room and toilet. Adding texture and interest, an original brick wall with exposed pipes was clad in dry stacked limestone “designed to enclose the pipes while creating niches to display merchandise,” Gauld said. The tile that covered the pine sub-floor was removed and the original floor was pickled and now serves as the finished floor. Cabinets and wall panels were wrapped in linen and sealed with several coats of polyurethane. The material that was used for the “wrapping” was left over from Bartlett’s previous season’s line of clothing. The leather-covered countertop is also a reuse of previously used material.

In keeping with recycling, reusing and repurposing, the wall covering in the toilet is a decoupage of pages from vintage magazines and an eclectic but personal collection of items found at antique stores and thrift shops are used for display fixtures. Included in the recyclable materials category is the copper plumbing pipes and fittings that are cleverly combined and used as hanging racks. The poplar wood hangers are made from rapidly renewable material, and all the bags, tissue and gift boxes are made of recycled material and imprinted with eco-friendly inks. Since the stone veneer is thinly cut, it required only half the amount that would be necessary to cover the wall—and that also cut down the fuel costs in transporting the stone. The store is illuminated with low-voltage halogen lamps that are two times more efficient and last five times longer than incandescent lamps. They also save energy in the amount of power used for air-conditioning, since they produce much less heat.

In all, the new Bartlett shop suggests that a retail landmark has quietly been added to the storied Village scene.



Architecture & Design / David Gauld Architecture, NYC—David Gauld, Principal & Creative Director
Photography / Peter Dressel

LION BRAND YARN STUDIO

W.15th St., New York



“Lion Brand is a 130-year-old, family-owned company. This is the company’s first retail venture. Our challenge was to create a new design concept that would promote both yarn and the activities of knitting and crocheting. It had to be modern and functional but also comfortable and welcoming. The studio reflects that balance with clean design, innovative displays, state-of-the-art lighting and environmentally friendly materials—and it’s a great place for people to knit in a community setting. I believe this studio is the first of its kind.” That was the statement made by David Gauld, the NYC-based architect/designer, who created this Lion Brand Yarn Studio on W. 15th St., just off of the rejuvenated Union Square in NY.

The almost all-glass shop front allows the daylight to flood in and offers passersby the first view of the old rough brick back wall and the earth-colored bamboo flooring. The 1700 sq. ft. space occupies what was once offices in this 1920 loft building. A curved blue wall, up front, draws shoppers into a celebration of color and craft. The “breaks” in the undulating waves create zones for different activities. In one of these breaks—near the front of the shop—is a sampling area filled with cactus-like fixtures made of plumbing pipes and fittings. Resting on the provided spikes are





cones of yarn from which shoppers are welcome to cut off swatches for matching or testing. A unique display, on the opposite wall, offers visitors the widest variety of Lion Brand colors in one place. The ice-like, diagonal cubbies that hold the yarns are constructed of translucent polycarbonate panels and backlit and illuminated from above as well. Mostly fluorescent lamps have been used for general illumination, along with some metal halide lamps. A few sparingly placed low-voltage halogen lamps were added, but since energy efficiency and conservation was a prime consideration, the reduced heat emission from the lamps cuts down on the air-conditioning output.

A map-like grid on the ceiling and the bamboo flooring anchor and orient the waves and diagonal shapes. References to nature are reinforced throughout by the use of numerous recycled and renewable materials. The resin counters and ceramic tile floors are made from recycled glass, and the cabinets are fashioned from boards made of reclaimed sorghum plant stalks bonded to poplar (a rapidly renewable wood) with a formaldehyde-free



bonding agent. Only water-based paints were used and the ceiling tiles are free of formaldehyde-based resins. Even the bamboo floor has a water-based, solvent-free finish.

With a Learning Bar where the staff offers assistance on knitting and crocheting projects, as well as demonstrations on various yarn crafting techniques, there is access to free patterns via the computers available near the cash desk. "This is not just a store but a center of inspiration, education and service for those who knit or crochet," said David Blumenthal, president of Lion Brand Yarns.

"While certain raw materials refer to the past industrial nature of the building and the neighborhood, other elements are used to create a sense of comfort and domesticity associated with the art and craft of knitting and crocheting, contemporized for our time," said Gauld.

Design / David Gauld Architect, NYC
Client Team / Karen Tanaka, Creative Director
Photography / Interiors: Paul Johnson, Stamford, CT; Façade: David Gauld

