

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

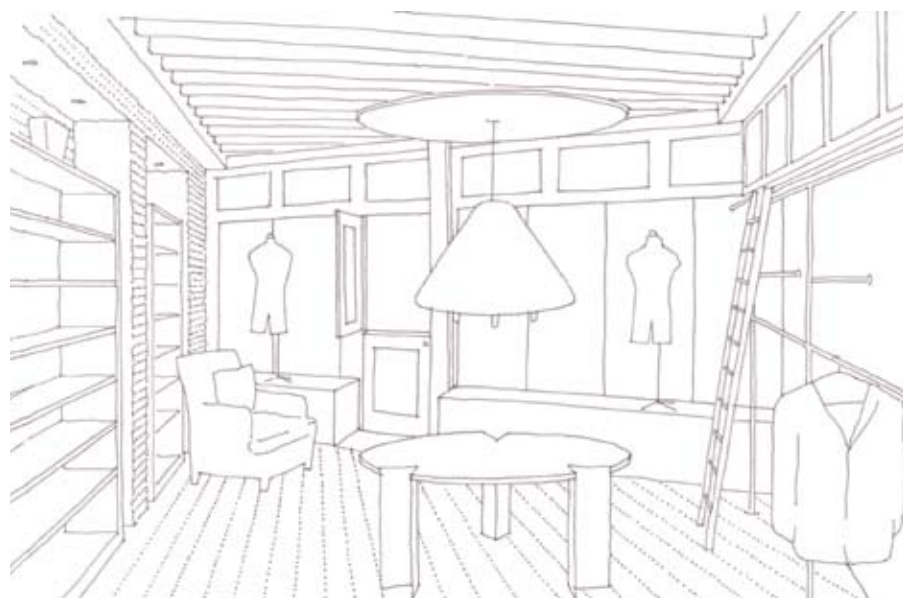




storage cabinets were added to the dressing room and toilet. Adding texture and interest, an original brick wall with exposed pipes was clad in dry stacked limestone “designed to enclose the pipes while creating niches to display merchandise,” Gauld said. The tile that covered the pine sub-floor was 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