



Architecture•Information

Details in a minimalist showroom help sell clothes
for Kazu Apparel Group of New York.

USING THE LANGUAGE OF CLOTHING, KENNETH SAYLOR, principal of Architecture Information, developed a minimalist vocabulary for the 6,500-sq.-ft. penthouse showroom and offices of Kazu Apparel Group. Saylor explains that in his plan, as in clothing, spaces overlap and fold into each other, and a great deal of attention has gone into the seams. The repetitive nature of garment industry mass production inspired repetitive use of certain architectural details; tactile qualities, so important in clothing, have likewise been emphasized in this interior. Recalling the human form, Saylor has relied on the ellipse for certain elements.

The program for Kazu included the creation of three distinct showrooms for separate lines, two of which overlap, and the third kept somewhat sepa-

rate. In the separate showroom, where Kazu's private label is handled, repetitive ash paneling surrounds the walls. Chairs, each upholstered in a different color of the same fabric, are custom designed to complement the wall details. This showroom has an elliptical phone alcove. For TAO, the most minimal of clothing lines, a sparse, Zen-like interior includes floors of pigmented concrete and two custom-designed tables with slightly bowed (rather than flat-topped) ash tables. For a younger set, a clothing line called "This is Not a Hat" was differentiated from TAO mainly through furniture selection.

Also credited on the architecture/design team: William Wilson and Robert Thorpe. Laura Gottwald & Associates collaborated on some aspects of fabric and furniture selection. AL

1 Private label showroom with custom designed furniture. **2** In waiting room, a banquette sits near a woven metal curtain that obscures view to showroom. **3** Private phone booth with walls of slightly metallic and pigmented buffed plaster. **4** TAO showroom is a study in Zen-like minimalism.

Lighting: Johnson/Schwinghammer. **Millwork:** Peterson-Geller; John Yardley Studios. **Mechanical:** M.A. Rubiano P.C. **Architectural metal:** Face Fabrications. **Decorative metal:** Harris Rick Rubin; Louise Crandell. **Contractor:** B & F Construction.

Photography: Gross & Daley

