

# Irene Neuwirth

This architectural endeavor begins with the molecular patterning of ores and crystals from the earth; at one moment the scale of a microscope at another, being aggregated into a landscape. Faceted 'geodes' sit within a neutral realm, a topography of white juxtaposed to the city outside; these bodies transcend the micro and macro scales, constructing a defined landscape reinterpreted into architectural forms. Jeweled 'avatars' activate the space becoming a moving display, an intricate reading of the scale of Neuwirth's jewelry to the human body. Simple clear rods cluster directly above the geode crowns at variegating lengths to highlight the jewelry below and meme the geode patterning. Unseen laser cuts in the lame curtain utilize the molecular pattern again, interpreting and defining a new topographical datum scaled to the site to create a subtly moving background landscape.

Square Feet: 475  
Location: New York, NY  
Competition: 2011

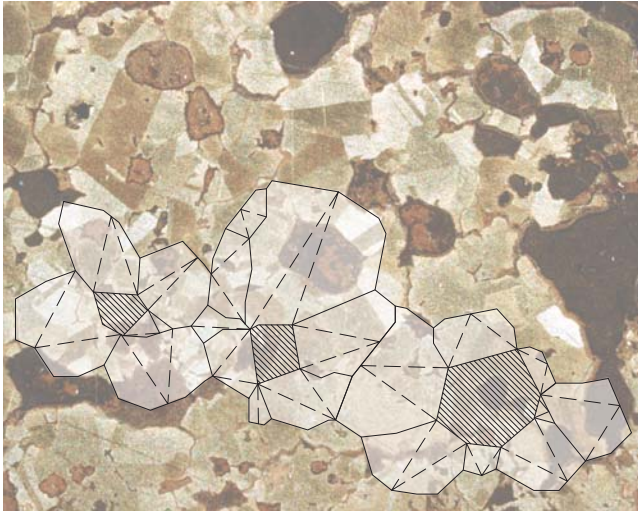


↓ [Entry Perspective](#)  
↗ [Gold Micro Structure](#)

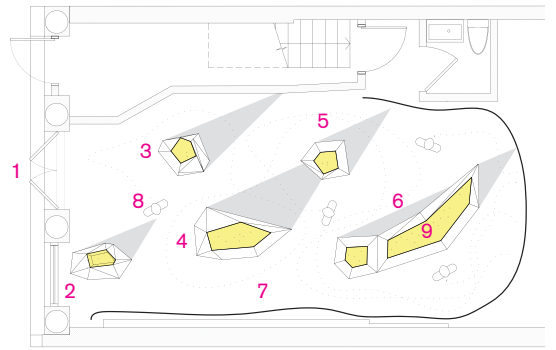




- ↑ Rear Perspective Vitrine
- ↗ Store Sectional Perspective
- ↑ Perspective



- ↑ Gold Structure Diagram
- ↗ Floor Plan
- ↓ Section Detail



- 1 Entry
- 2 Storefront Display
- 3 Display
- 4 Display
- 5 Display
- 6 Signature Display
- 7 Curtain
- 8 Jeweled Avatar Roaming
- 9 Overhead LED lights

- 1 Display
- 2 Storefront Display
- 3 Crystals
- 4 Jeweled Avatars
- 5 Laser Cut Silver Lame Curtain
- 6 LED Lights

