BONE MIRROR

PROJECT DIRECTOR at ESTEE LAUDER COMPANIES
Design Schematic, Design Development and Fitout.

Conceptual store design and layout for a 2,500 sq ft store in Soho, New York.
Fixture display design using CNC and SLA technologies.

PROJECT
Mac Cosmetics Store

CLIENT
Estee Lauder Companies

LOCATION
Soho, New York

COMPLETION YEAR
2003

PROGRAM
Retail store for cosmetics with private make up stations.

BUDGET
US$ 2M

DESIGN CONCEPT:
Working inside the cosmetics world, the use of tactile materials took primary importance; the
grading key words in selecting a suitable material were words such as soft, translucent, jelly,
destiny, soft, and general anything reminiscent of skin. We chose to work with low-durometer
polyurethane in its natural color and introduce color variances through the use of internal cores.
The cores also work as structural supports. The bones of the objects and to reduce the overall
weight of the display fixtures.
PROJECT
Carolina Herrera Flagship Store
CLIENT
Carolina Herrera
LOCATION
Madrid, Spain
COMPLETION YEAR
2001
PROGRAM
CH women clothing & accessories
CH men clothing & accessories
Carolina Herrera New York women
BUDGET
US$ 3M

DESIGN CONCEPT
Superposition. The space is organized based on overlapping of surfaces, textures, materials and proportions. Ceiling and wall surfaces are duplicated creating a complex system of vertical and horizontal lines. Indirect lighting is hidden in between those lines.

Materials:
Combination of woods, fabrics, stone and metals and their textures with various opacities and reflections create an intimate and warm atmosphere.

Woods: walnut usa, tinted walnut, makasar ebony, black ebony, mansonioa, wenge, tinted oak.
Fabrics: silk, line, yute.
Rugs: wool, jute, sisal.
Glass: back painted glass.
Metals: black brass, steel.
Stone: alabaster.
FIXTURE DISPLAY

PROJECT
Carolina Herrera New York Flagship store

CLIENT
Carolina Herrera

LOCATION
Madrid, Spain

COMPLETION YEAR
2002

PROGRAM
Carolina Herrera New York women

BUDGET
US$ 1M

DESIGN CONCEPT
The space is organized based on the definition of clear white volumes that serve as background for independent furniture pieces that are conceived as jewelry pieces. A geometrical pattern contributes to unify the different walls, furniture pieces and built-in cabinetry.


Light: ambient lighting is given by a series of point lights that contribute to create a homogeneous white and bright atmosphere. Small hidden light rail emphasize the built-in display cabinets. White background contributes to emphasize the color of the products and their textures.