

FOR IMMEDIATE RELEASE

Bohlin Cywinski Jackson

Architecture Planning Interior Design

BROOKLYN CELEBRATES ITS FIRST BOHLIN CYWINSKI JACKSON-DESIGNED APPLE STORE

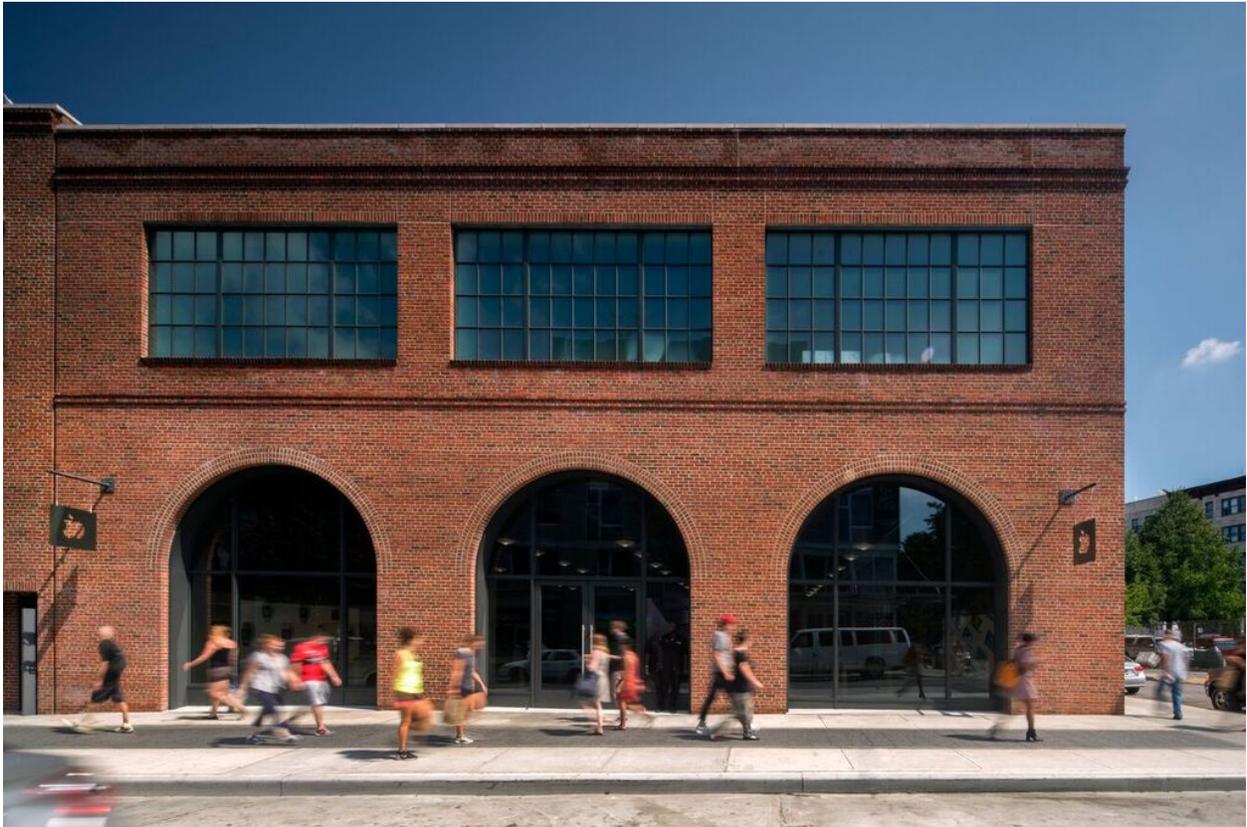


Photo: Nick Lehoux

Brooklyn, New York (August 3, 2016) – Apple's first Brooklyn retail store, designed by Bohlin Cywinski Jackson, recently opened to thousands of customers eager to experience the new space. Located at the corner of North 3rd Street and Bedford Avenue, the store is in the heart of the popular and evolving Williamsburg neighborhood, just three blocks from the nearest subway station.

Bohlin Cywinski Jackson designed the 13,700-square-foot retail space to complement the borough's historic industrial past, drawing inspiration from the brick façade and arched openings of the preexisting building. This store has a distinct look and feel compared to Apple's other New York locations, including a new retail program meant to draw in the street's public life and serve as a community gathering space.

The interiors include polished concrete floors, brick walls, and acoustical wood ceilings. Exposed structural steel and mechanical systems add to the raw, unadorned feel of the store, which is lit by dozens of custom-built pendant lights made by a local fabricator. The store's back wall features a massive video screen accompanied by a set of movable cube seats for product demos, entertainment,

and lounging. Storefront windows allow daylight to fill the space and passersby to peek in while walking through the busy neighborhood.

The Williamsburg store marks Apple's sixth New York retail space designed by Bohlin Cywinski Jackson—the architecture firm responsible for many of the company's most notable stores designed in the past 15 years.

New York retail stores designed by Bohlin Cywinski Jackson

Apple Store, SoHo (2002, 2012)
Apple Store, Fifth Avenue (2006, 2011)
Apple Store, West 14th Street (2007)
Apple Store, Upper West Side (2009)
Apple Store, Upper East Side (2015)
Apple Store, Williamsburg (2016)
Apple Store, World Trade Center (2016)

Bohlin Cywinski Jackson, founded in 1965, is a national architecture practice noted for elegant and humane design, ranging from modest houses to large academic, civic, cultural and corporate buildings. To date, the firm has received more than 650 regional, national and international awards for design, including three AIA Top Ten Green Project Awards and the AIA Architecture Firm Award. Founding Principal Peter Bohlin was also awarded the AIA Gold Medal, the highest honor an individual architect can receive. The firm is well known for its work with Apple, designing stores such as the iconic Fifth Avenue cube in New York City and flagship stores worldwide. The practice has also created headquarters for Pixar, Adobe and Square, and city halls in Seattle and Newport Beach, CA. For more information please visit BCJ.com.

###

Media Contacts:

Blue Medium Inc.
Michelle DiLello
+1(212) 675-1800
michelle@bluemedium.com

Bohlin Cywinski Jackson
Shannon Krick
+1 (415) 989-2100
skrick@bcj.com