

FOR IMMEDIATE RELEASE

Bohlin Cywinski Jackson

Architecture Planning Interior Design

BOHLIN CYWINSKI JACKSON-DESIGNED APPLE STORE OPENS IN THE WORLD TRADE CENTER OCULUS



Photo Credit: Peter Aaron

New York (October 13, 2016) – Apple's newest Manhattan retail store, designed by Bohlin Cywinski Jackson, opened last month in the recently completed World Trade Center Oculus. Prominently positioned in the epicenter of the bustling transportation hub, the new store is the only space to inhabit two levels and a full quarter of the light-filled structure.

Featuring 16 bays of storefront glass punctuated by the white steel beams of the Oculus, Bohlin Cywinski Jackson designed this 12,000-square-foot space to emphasize a strong connection to the public atrium, surrounding retail spaces, and adjacent train lines. The store's layout and detailing have been adapted here to complement the expressed structure of the subterranean building and to accommodate the topography of the city streets above.

Store interiors include Apple's signature oak tables, along with warm wall and floor finishes, all of which create a welcoming environment that draws customers inside to experience the product, participate in a community workshop, or lounge on one of several moveable cube seats positioned in front of the store's east wall, which features a large 6K video screen used for product demos and entertainment.

The World Trade Center store marks Apple's seventh New York retail space designed by Bohlin Cywinski Jackson—the renowned architecture firm responsible for many of the company's most notable stores designed in the past 15 years, including the iconic Fifth Avenue 'Cube.'

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