

CARBONDALE

CARBONDALE PARIS LUXURY RETAIL AND RESIDENTIAL ARCHITECTURE

The consummate expert in luxury Architecture and Design, Eric Carlson of CARBONDALE Paris has brought to fruition countless projects across the globe from museums , office headquarters, private residences, custom furniture, to of course flagship stores for the worlds pre-eminent brands

As specialist in luxury architecture, CARBONDALE creates designs that are unique for each Client that develop new elements and materials intrinsically based in the identity of the Client or Brand. CARBONDALE is able to create an "architectural copyright" that give brands ownership of the materials and concepts generated from the symbiosis of Architect and Client.

Among the distinguished architectural gems created by Eric's Paris based studio CARBONDALE, is the Champs Elysees Maison for Louis Vuitton in Paris, BMW in Paris. London and New York, Tre Bicchieri restaurant and JK Iguatemi Shopping Center in Sao Paulo Brazil where Carbondale has also an office. The most recent project is for Longchamp on the prestigious New Bond street in London and the concept.

Please see a snapshot of CARBONDALE and Eric Carl's designs on the following pages.



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LOUIS VUITTON

Eric Carlson was lead architect within Louis Vuitton head-office for 7 years before founding CARBONDALE. The studio is responsible for the design of the world's first Louis Vuitton Maison, the six-story store on the Champs Elysées, Paris. It is one of CARBONDALE's signature projects and the most visited Louis Vuitton Store in the World. The Architectural veil that lines the interior walls of the LV Champs Elysee Maison Paris invented by CARBONDALE. Drawing on the famous LV monogram patterns from the bags. Intertwining the flower, circle and diamond geometries we created a "New Monogram" pattern that LV intern uses in new creations for clothing, jewelry and bags. Carlson's studio created every part of the iconic Louis Vuitton store, from the outside in, including the inverted spiral design of the store's interior and the iconic logo-cut metal screens that have now become a hallmark of Vuitton boutiques. In fact, this boutique represents the first time that Vuitton has explored architecture as an expression of their brand identity. In doing so, Carbondale set the 21st century bar for luxury boutique design. The artistry and design behind this LV store, and many others around the world, can be attributed Carbondale. The team has gone on to design super Maison LV stores across Asia and the world.

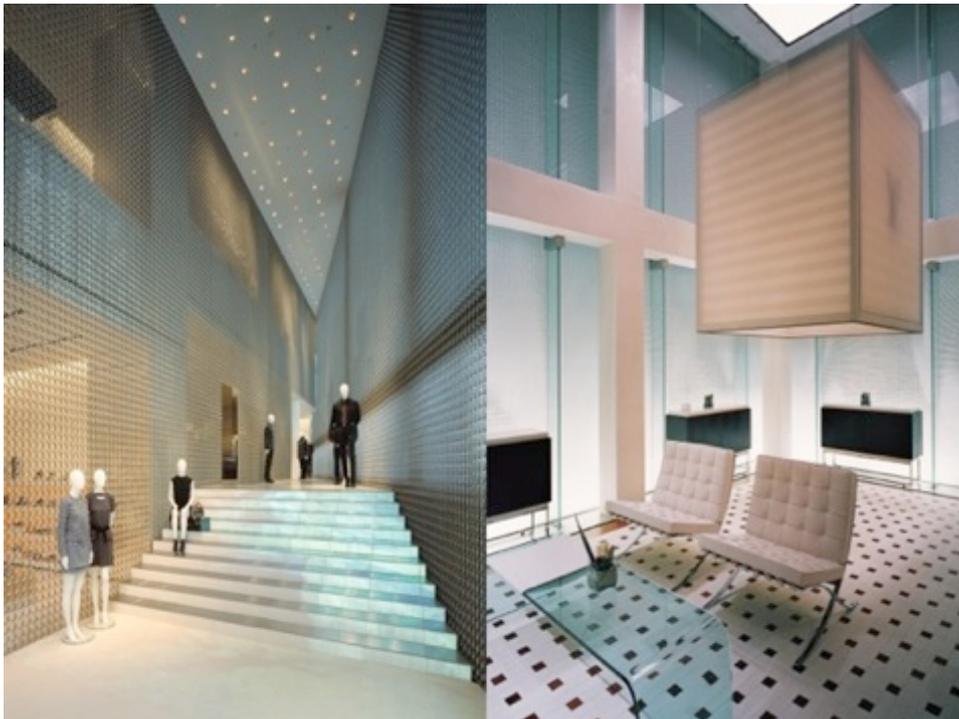


Nagoia Store

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nagoya flower ceiling attached



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BMW

Automotive brand retailing is now transforming from its humble. CARBONDALE is the mastermind behind BMW stores located in Paris, New York and London. The BMW store located in Paris on the Avenue George V is one of the most luxurious. The brief from BMW was that the company expressly did not want a 'typical showroom' gracing the prestigious frontages on the Avenue George V. CARBONDALE utilized a especially designed lighting scheme to amplify the reality of a car featured in a showroom. The aim was to create a space feeling fresh, clean and simplistic. Designing a lighting scheme for any retail environment is a delicate balancing act between aesthetics and brand psychology.



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Tre Bicchieri Restaurant

The Tre Bicchieri restaurant recently completed in Sao Paul Brazil featured a wall of blown glass. The CARBONDALE team took the facial profiles of the three owners and recreated them in the stems of hand-blown wine glass from Murano Italy. The glasses were then stacked end-on-end to create the restaurants translucent façade.



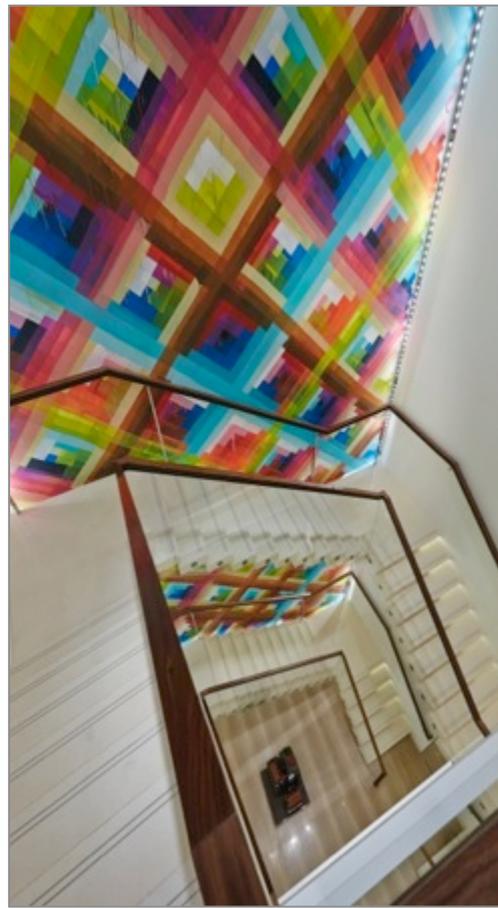
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Longchamp New Bond Street, London

The Longchamp New Bond street building and store design is the latest in a series of Art & Architecture collaborations conducted by CARBONDALE with their unique approach of coalescing artistic ideas with the architectural concepts to create an amalgamation with the brand image and a cohesive customer experience. For the New Bond street project the New York based Artist Maya Hayuk, was selected by CARBONDALE because her palette of vibrant colors and intricately rich abstract patterns woven together at an architectural scale



Inspired by Longchamp's signature "pliage" folded bag which has sold more than 16 million since 1993, CARBONDALE has lined the 280 sqm three level boutique interior with architectural folding screens of embossed leather, engraved limestone, white lacquer, ebony, walnut and elm wood marquetry each corresponding to the different product categories of leathersgoods, clothing and luggage. Each

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elongated floor culminates on Maya Hayuk's 12-meter high by 5-meter wide monumental kaleidoscope of diagonal layers of colors. The mural remains distinctive as a work of art yet integrates into the spatial experience of each level from near and far while discreetly re-interpreting both the color spectrum of the "pliage bag" and Longchamp's traditional "LM crisscross" motif.



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TAG Heuer Museum

CARBONDALE designed the TAG Heuer Museum which opened in 2008. The building was designed to house significant time pieces of the last 150 years. As well as showing off watches, stop watches and other timing equipment. CARBONDALE based the design of the Museum on a watch. Laid out in three levels to mimic a watches design. The 'crystal' being the top-level, the 'middle' level being the hands and the 'dial' made up of nine circular displays at ground level! The space displays over 300 time pieces.

