



Project Title: **Gap Flagship Store**
 Students Name: **Chung Yang**
 Level: **5th Year Undergraduate**
 Course: **Architecture**
 Advisor/Instructor: **Tracy Moir-McClean**
 Principal Investigator: **Jeff Wilkinson**
 Department / School: **College of Architecture and Design**
University of Tennessee,
Knoxville, Tennessee

Summary description of project:

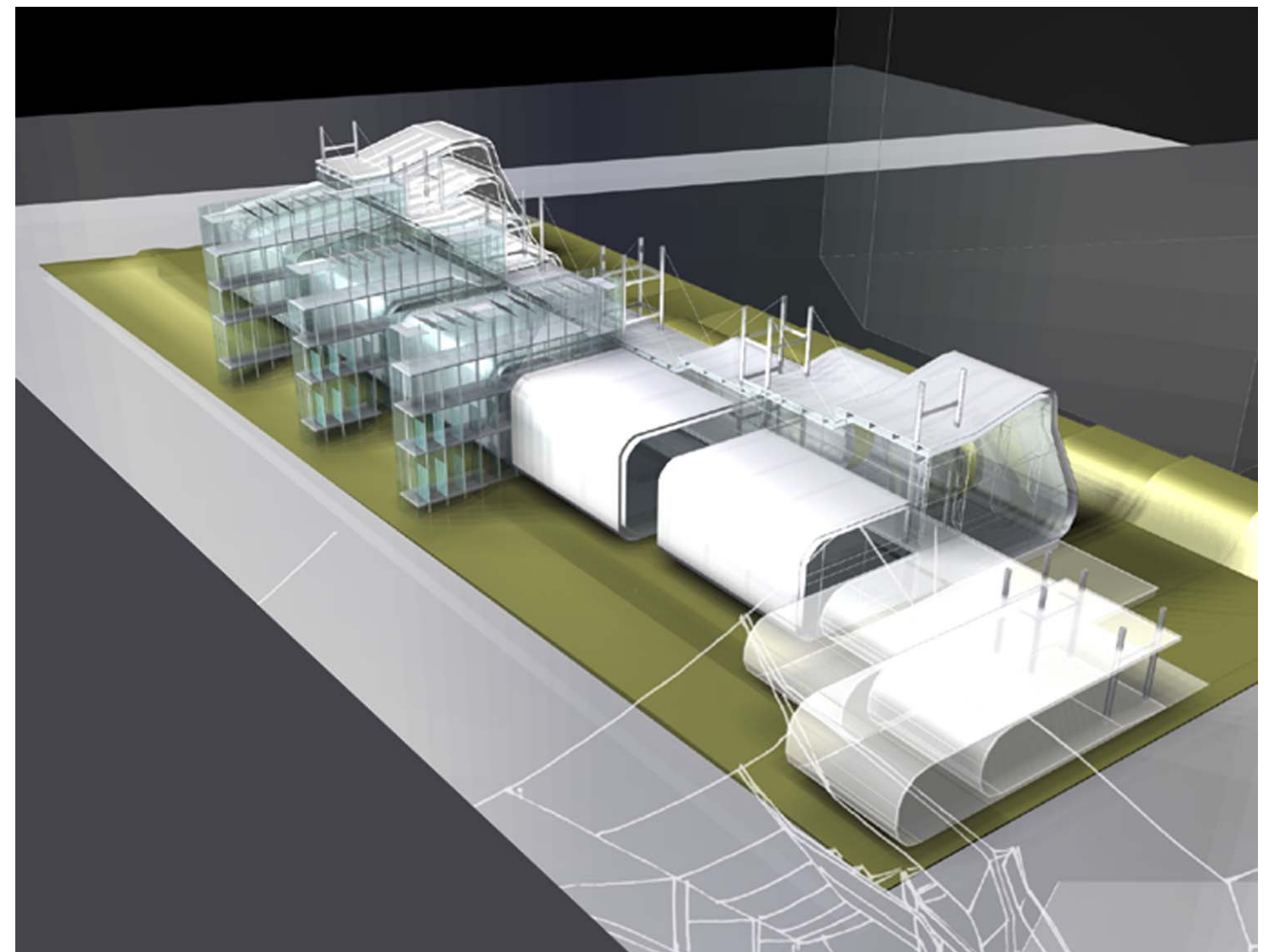
This project investigates the relationship between fashion and architecture, particularly in the way that they both search for beauty and function. They are daily experiences of overlapping personalities and styles and yet also speak to way that we identify ourselves to others. The typology of the flagship represents a blending of fashion and architecture through "branding" which involves the representation of a singular idea at multiple scales and materials. This project brings this notion to a site in Atlanta.

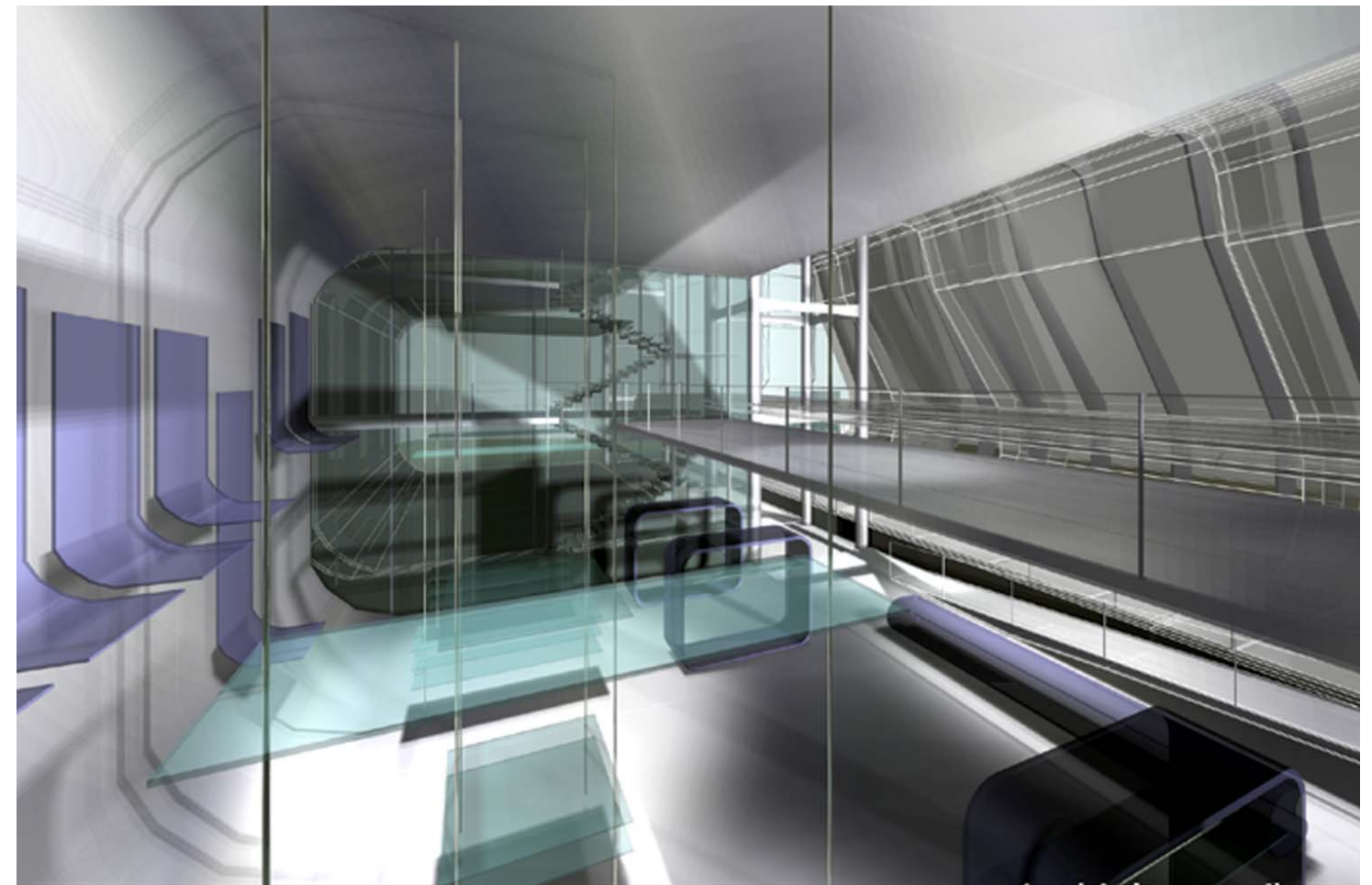
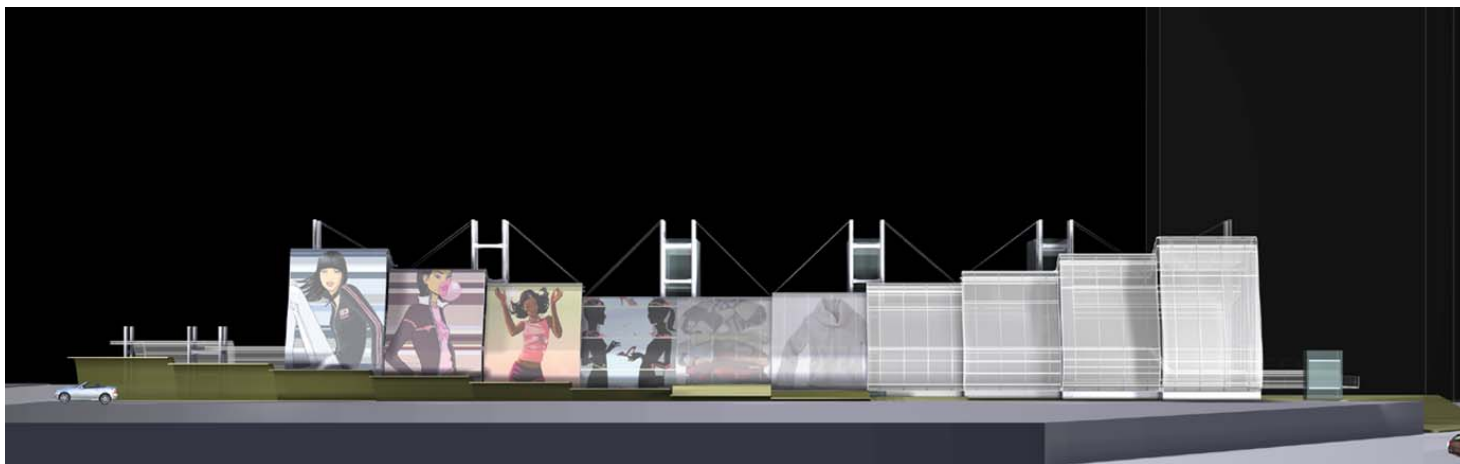
Gap Inc. is a leading international specialty retailer offering clothing, accessories and personal care products for men, women, children and infants through its iterative subsets, such as Gap, GapKids, BabyGap, GapBody and Gap Outlet. Gap, ranked as one of the best-known international fashion companies, has its strong and unique identity that announces that it is not only a plain clothing brand, but also one who brings a style with strong personality into people's life. Gap wants its customers to know that when they visit the Gap stores, they are not only walking into an ordinary fashion store, they are walking into the brand and blending with the Gap lifestyle.

The Gap Flagship Store will be located in Downtown Atlanta, Georgia, two blocks away from the High Museum. The project uses and overlaps a museum, a catwalk, a cafe and the retail store to provoke the notion that one program feeds another. The catwalk becomes a central focus to view of fashion, but even more so, it acknowledges clothes as items of beauty and that the interconnection between clothes, walkway and models represents, from the company perspective, a path of ideal Gap lifestyle.

Reasons for the nomination:

This project investigates the use of transparencies, form and collage. It uses overlapping layers to represent the ideas of the voyeuristic nature of viewing fashion as well the spatial continuities and interconnection. The renderings promote the way that architecture is conceived by expressing the nature of the layering, the viewing relationships and goes beyond the idea to also make the building highly compelling and beautiful. Chung used **form•Z** as a way of understanding the space, manipulating the affect of the architecture and presented strong project that used digital technology to fulfill his intentions.





Jury Comments

This project displays a level of formal complexity and sophistication that is respective of its stated program. It is a striking work of performative architecture with a highly developed interior design.

- Paul Seletsky