



 lumion

APPLE STORE
Prague Flagship store

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2024

Ateliér Achten-Pavlíček-Sýsová

ATVZ

Apple Store

FA CTU - ČVUT

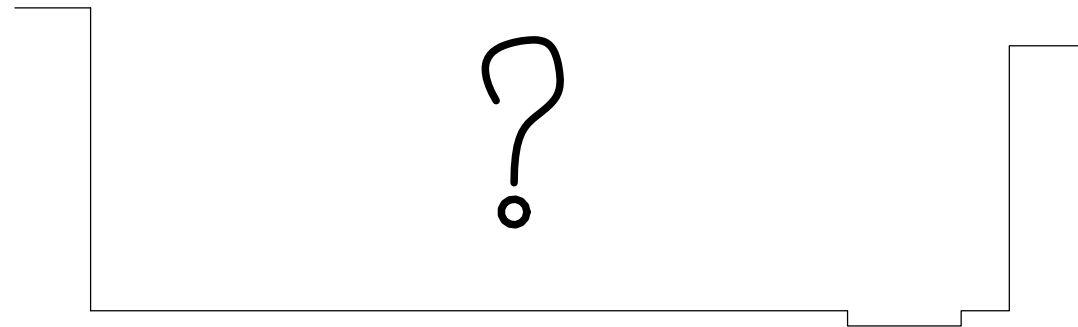
THE SEARCH FOR INDIVIDUALITY WITHIN EXISTING GUIDELINES

With the objective of creating a new flagship store for one of the most recognizable brands in the world, with a singular approach to design that can be identified by even the most casual observers, there was a constant struggle between looking for innovative solutions and playing within an existing sandbox.

With over 1000 sqm of retail space, the new Prague Apple Store, the first one in Eastern Europe, combines its innovative composite plastic and carbon fiber facade to create a seamless and continuous surface around the building. A dramatic 10m cantilever enclosed with floor-to-ceiling glazing facilitates a seamless transition between the interior and exterior, fulfilling the spatial demands of such a building. The "empty" exterior space is meant to be a canvas for urban life and mixed uses, from a brief break for Charles University students or the casual tourist to seasonal markets or public events that take over Prague's streets ever so often.

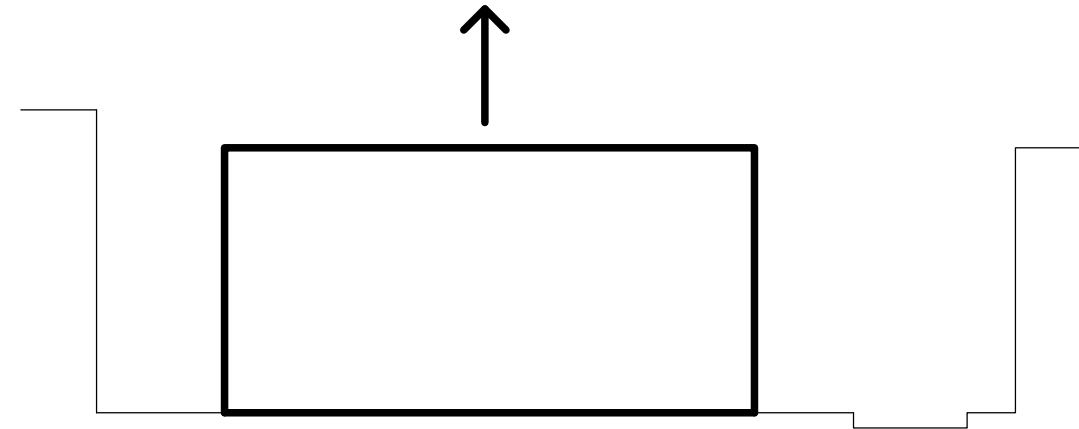
Flanked by beautiful Art Deco and Czech Cubism residential buildings, the project uses the suitable area to plant a tree line to provide shading, thermal relief, and create a sound buffer for the surrounding buildings while continuing the nearby greenery of Pariska Street, maintaining the neighborhood atmosphere.

The building takes on the role of defining volume of the plaza by placing itself in front of the Intercontinental Hotel and turning its back to the lobby, while maintaining a necessary setback for intermittent vehicular access. By lifting its outer skin, it provides hotel guests with a clue of what's happening inside, framing the plaza at the same time.



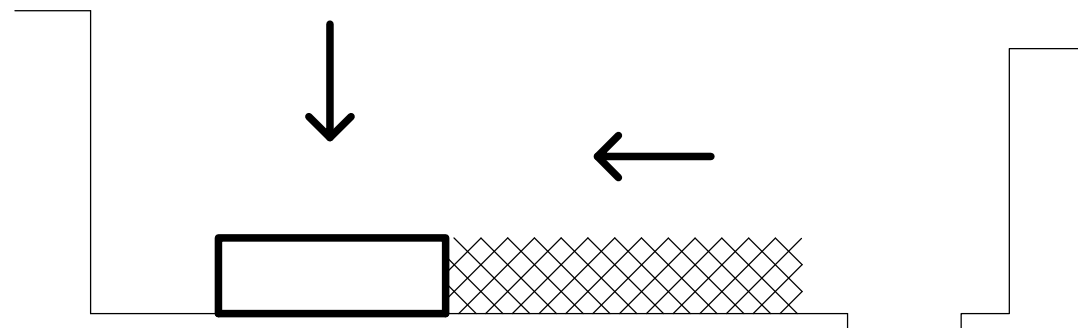
WHAT WAS

No defined program.



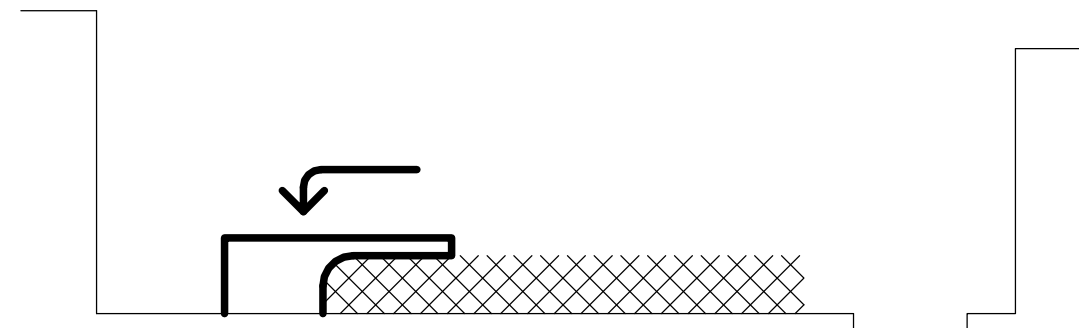
WHAT IT COULD BE

Public space is necessary
A solid volume is not a solution.



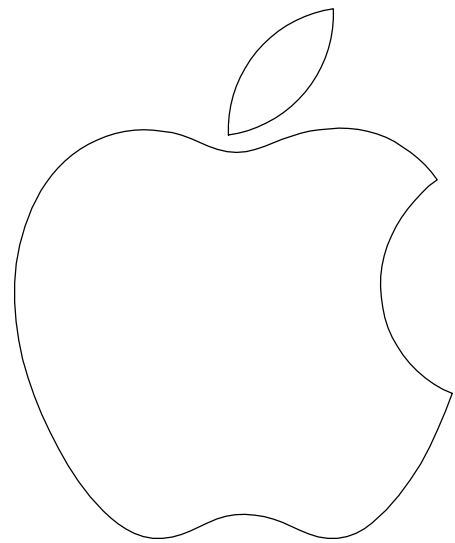
WHAT IT DEMANDS

Enough available retail space to fulfill the demands of a flagship store and plenty of public space adaptable to many uses for a vibrant city center as Prague has



HOW TO CONNECT THEM

Permeable space which functions as an expansion of the public space



BRAND IDENTITY AS FRAMEWORK FOR DESIGN

CLEAR SPATIAL COMMERCIAL PROGRAM WITH DEFINED DEMANDS WITH A CLEAR INTENTION
TO CONNECT AND CREATE PUBLIC SPACES.

PRAGUE



Location

PRAGUE - HISTORICAL CENTER



Apple Store

Scale:



Intercontinental Hotel



View from the Charles University
Law Faculty



View up-north from Pariska Ulice



Sidewalk Across the site



U První Reduty



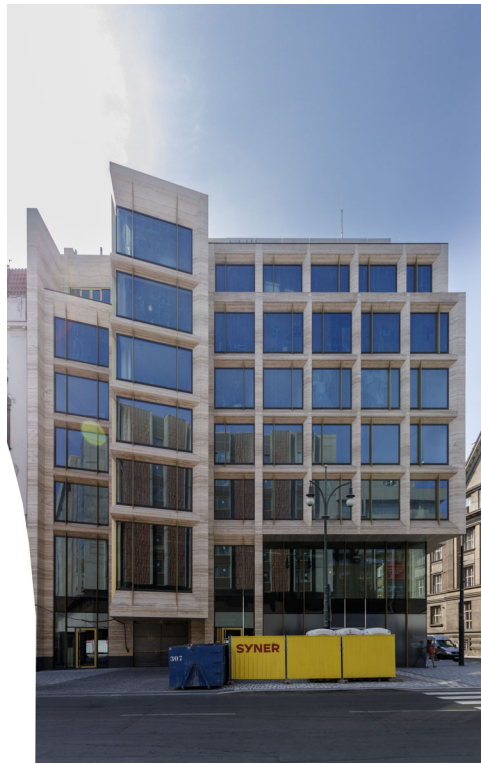
U První Reduty



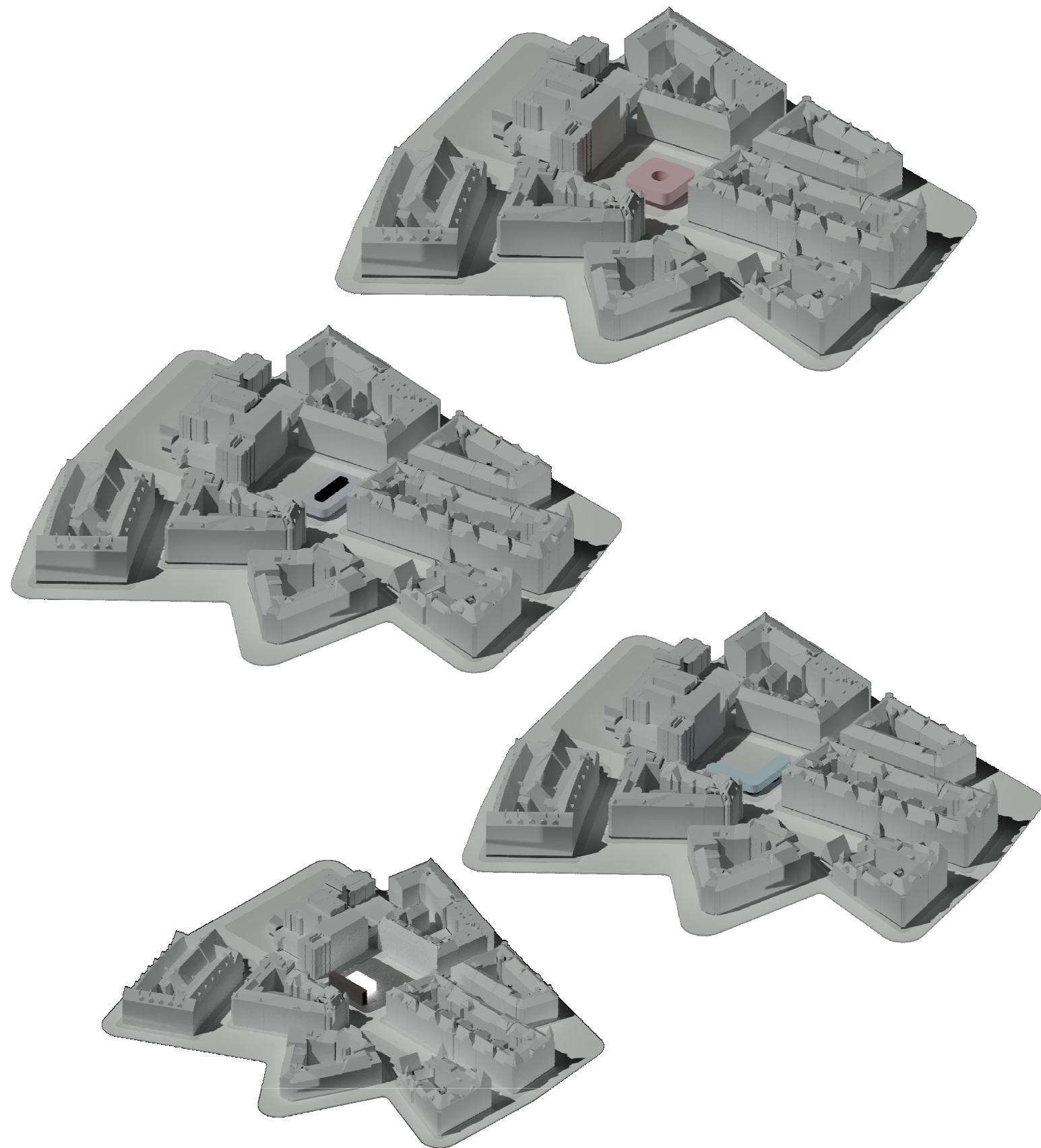
Czech Cubism /
Functionalist building
across the site



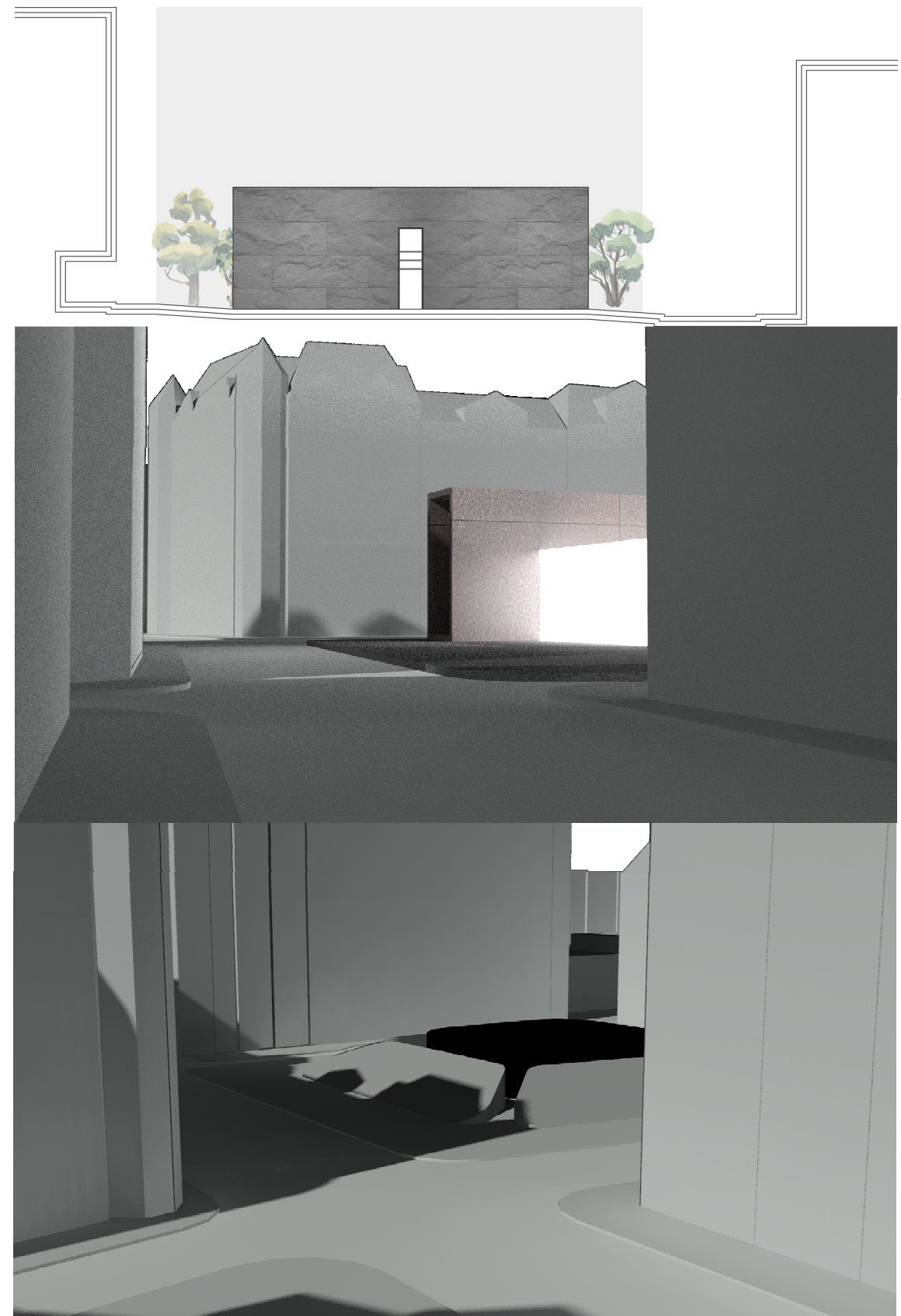
Art-Deco building across
the site



Building across the site



Concepts



Apple Store

Scale:

Charles University Law Faculty

Intercontinental Hotel

Břehová

Towards Starý Židovský Hřbitov

Staronová
Synagoga

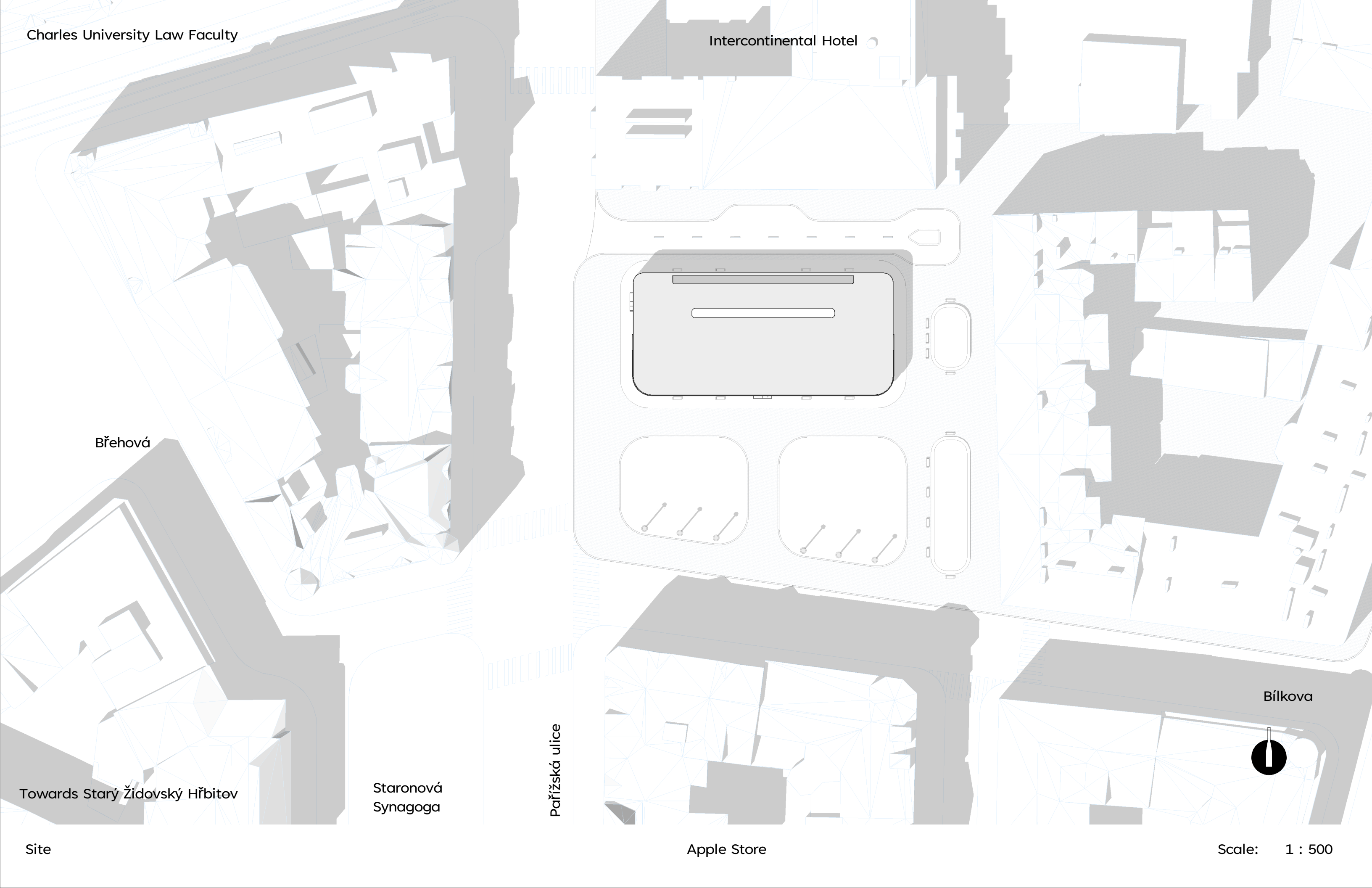
Pařížská ulice

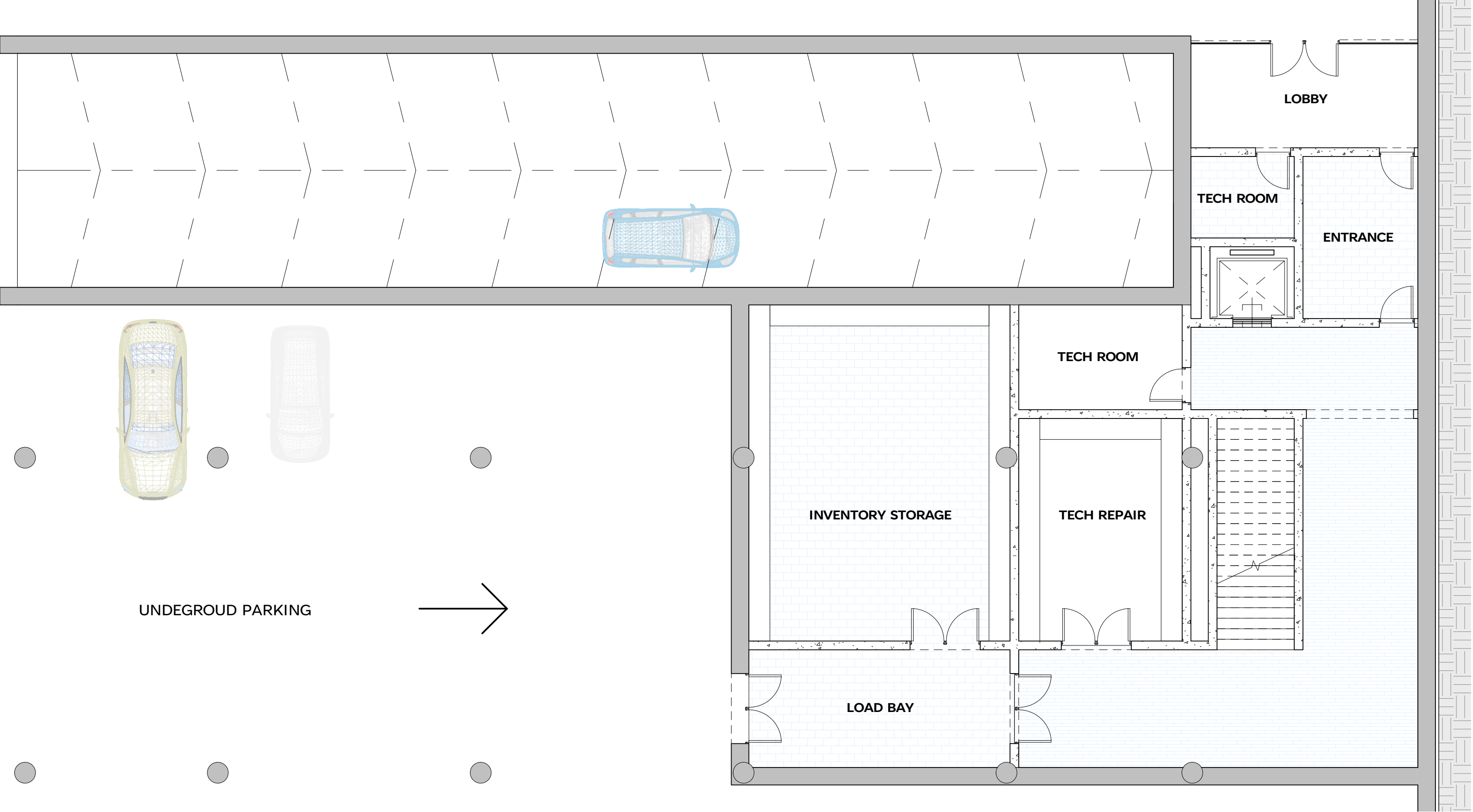
Apple Store

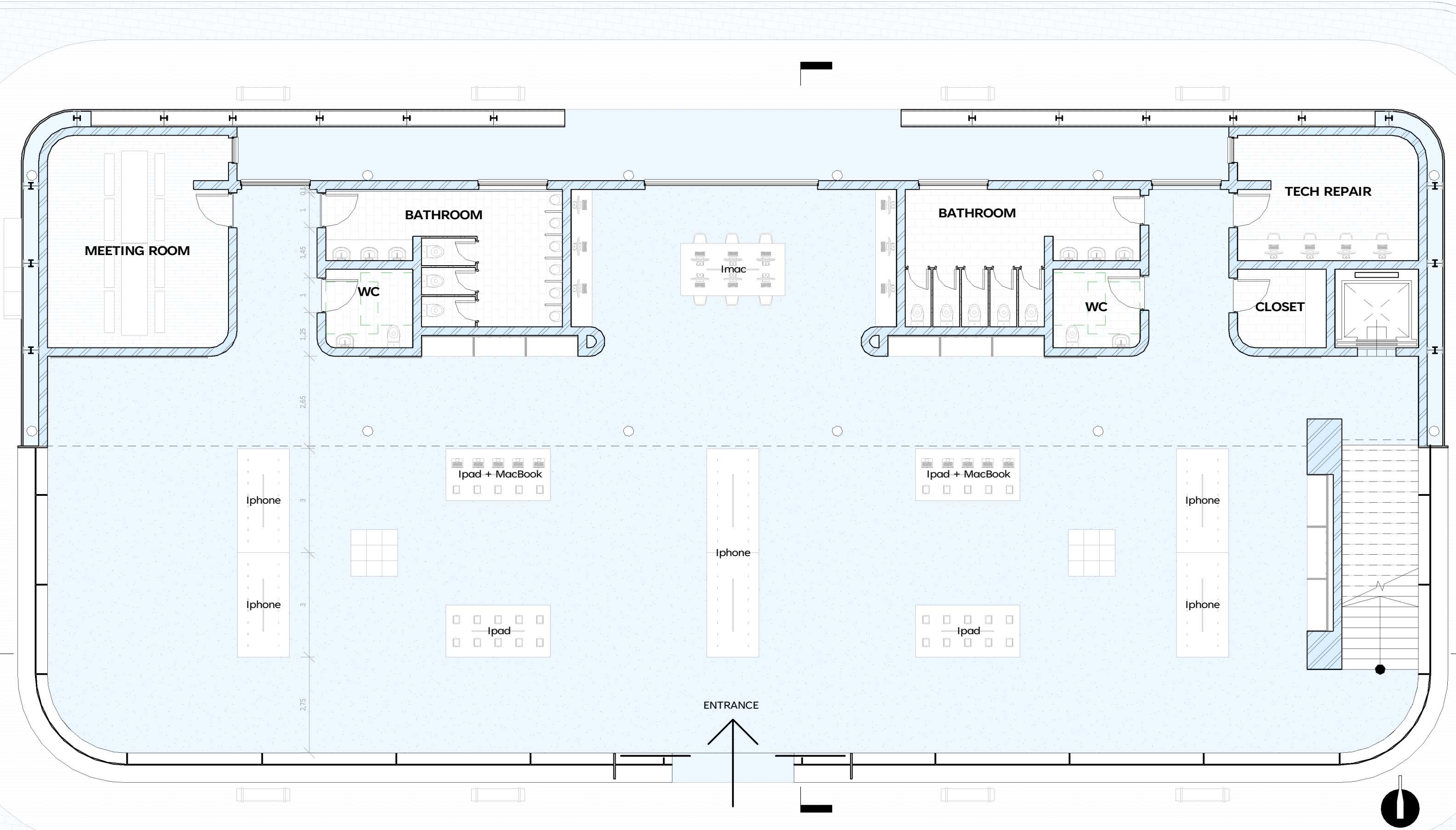
Bílková

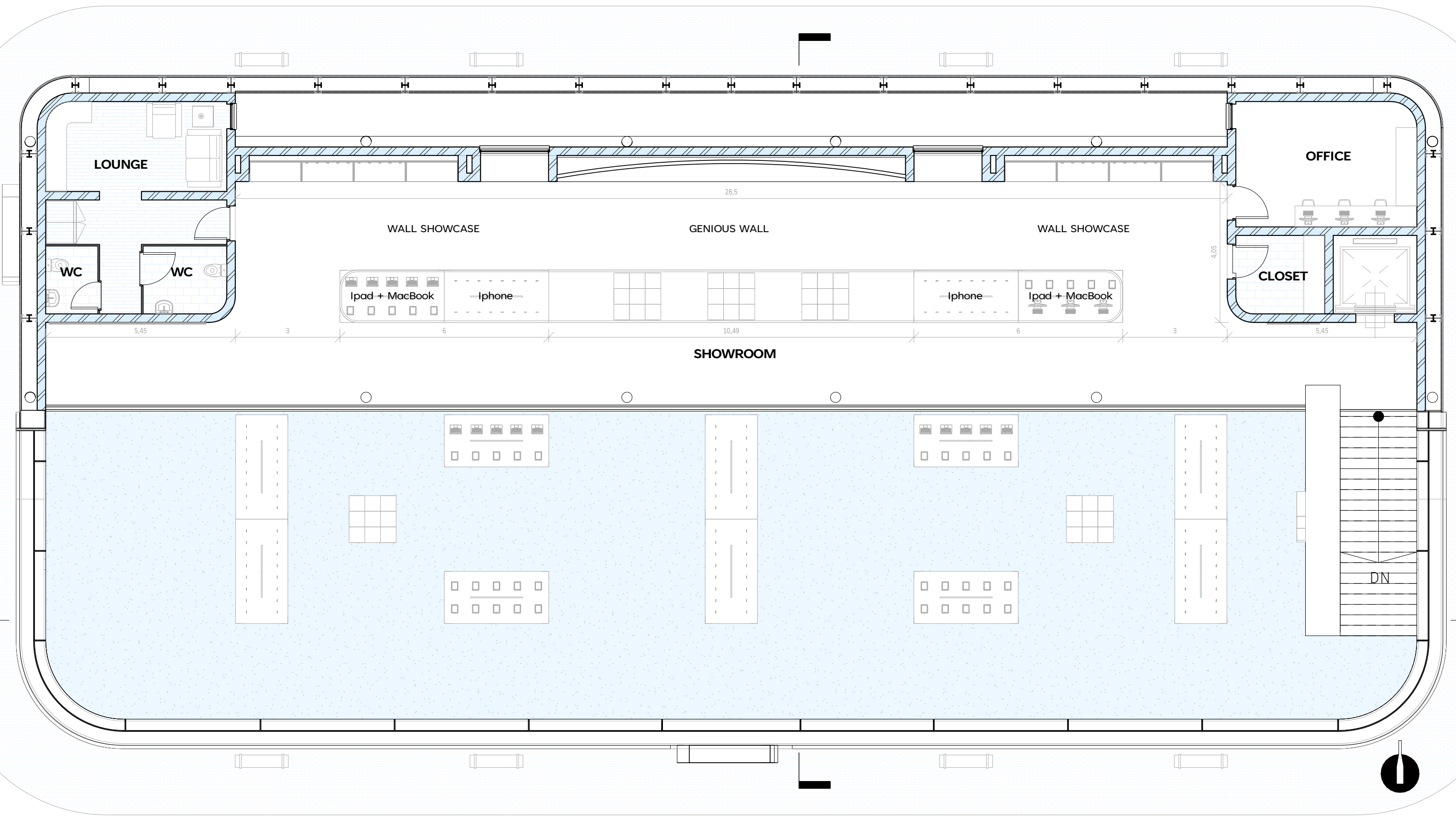
Site

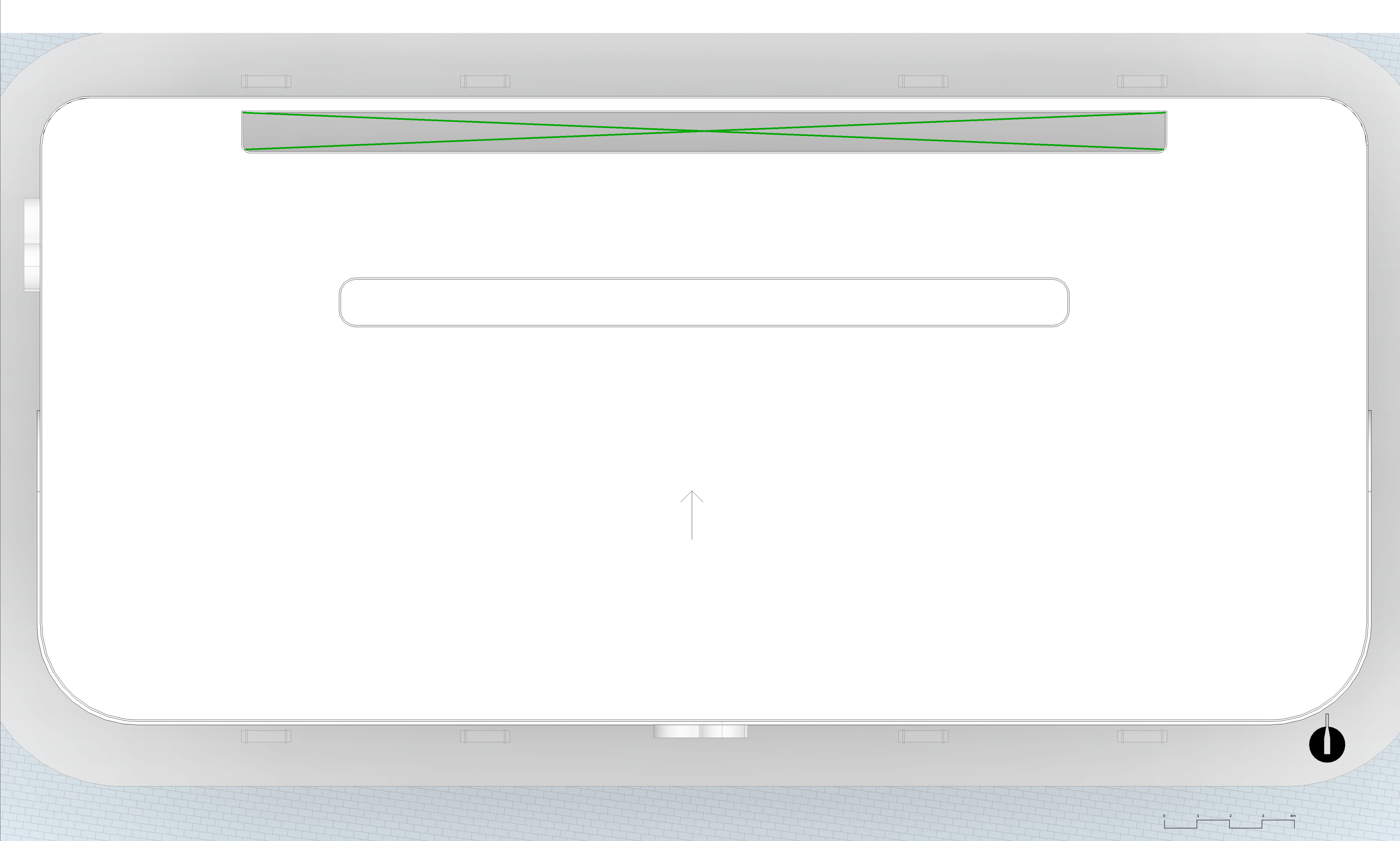
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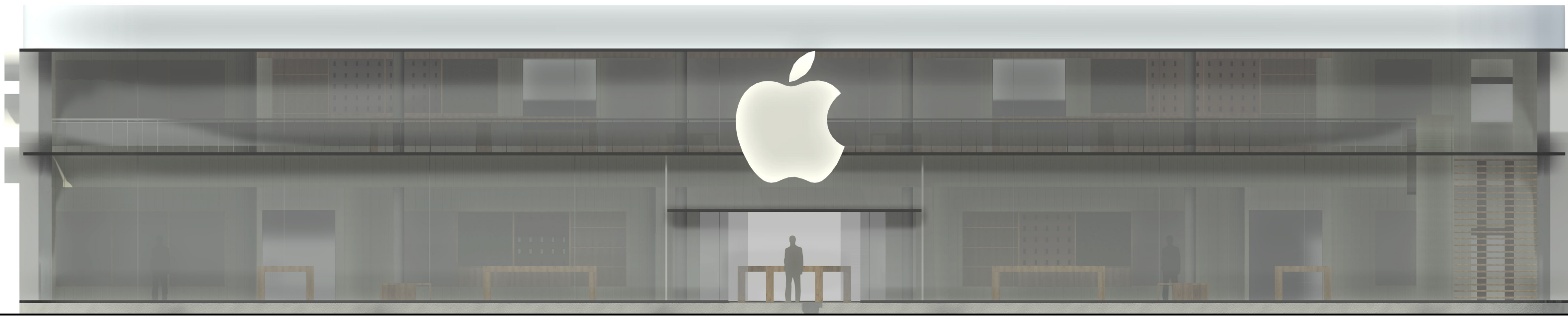


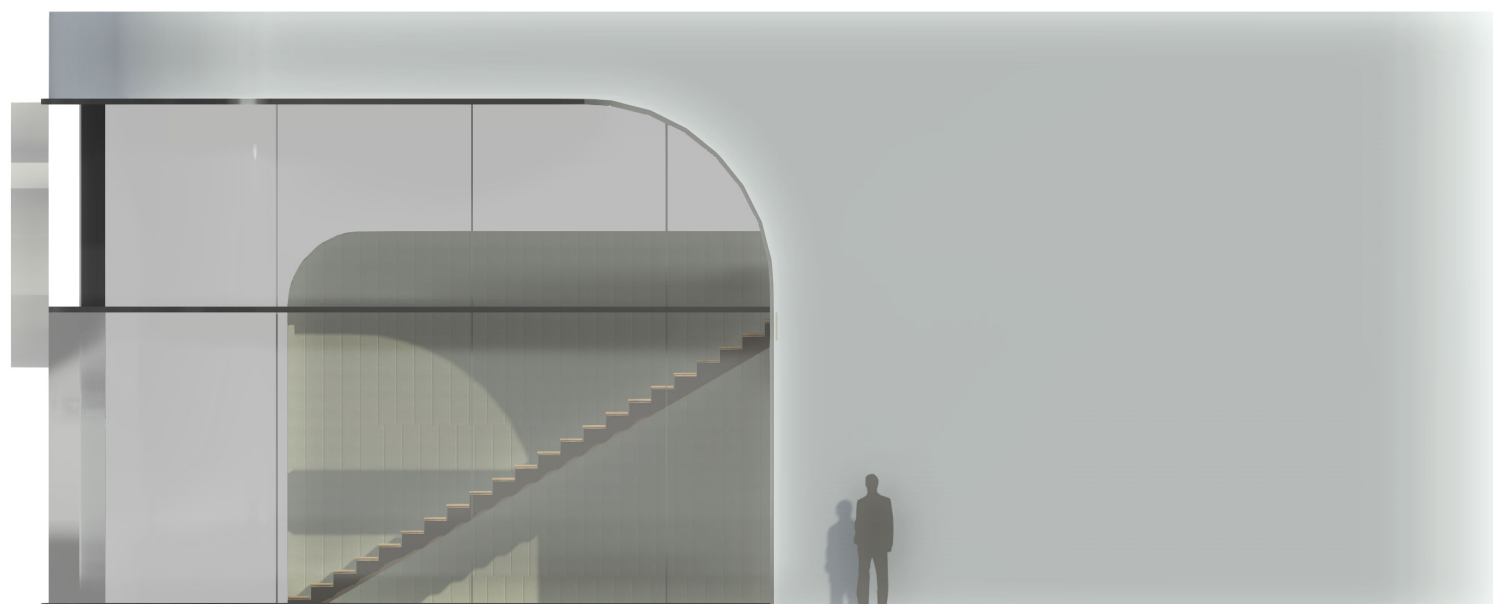


Roof plan

Apple Store

Scale: 1 : 300



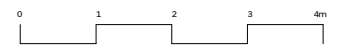
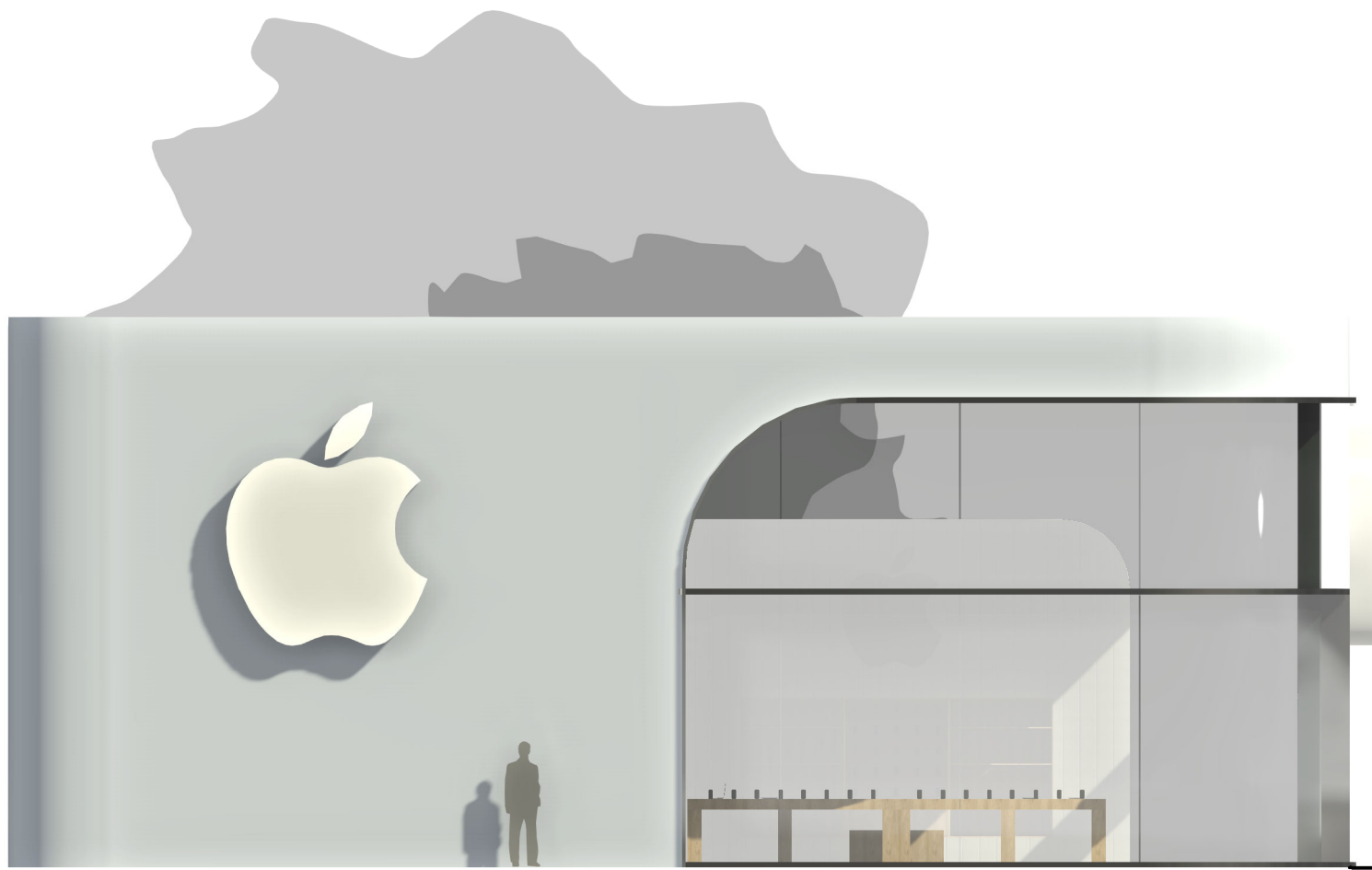




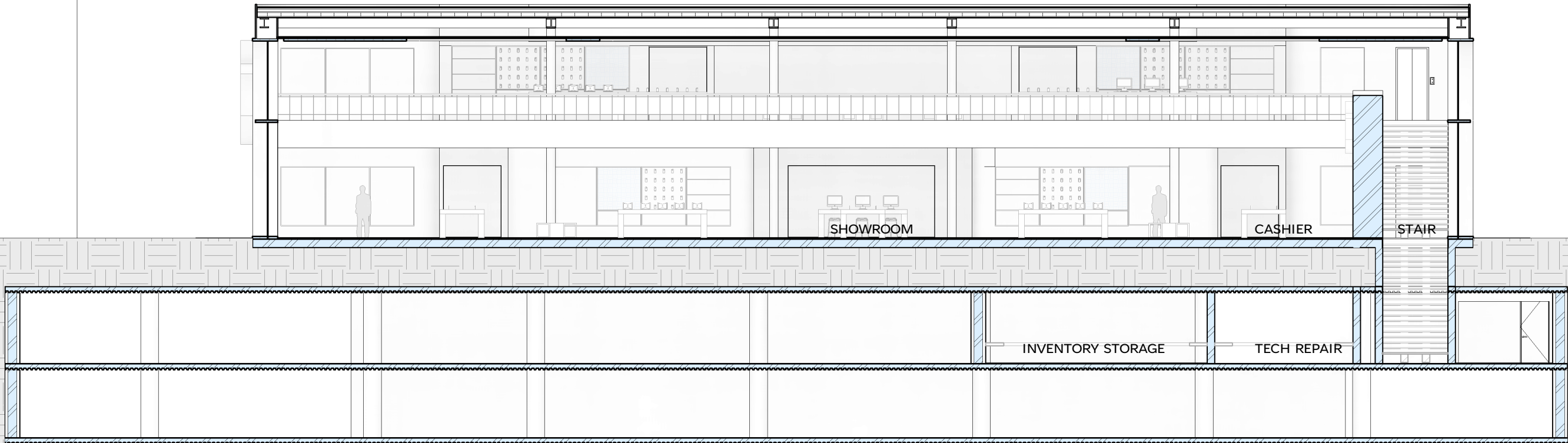
North Facade

Apple Store

Scale: 1 : 100



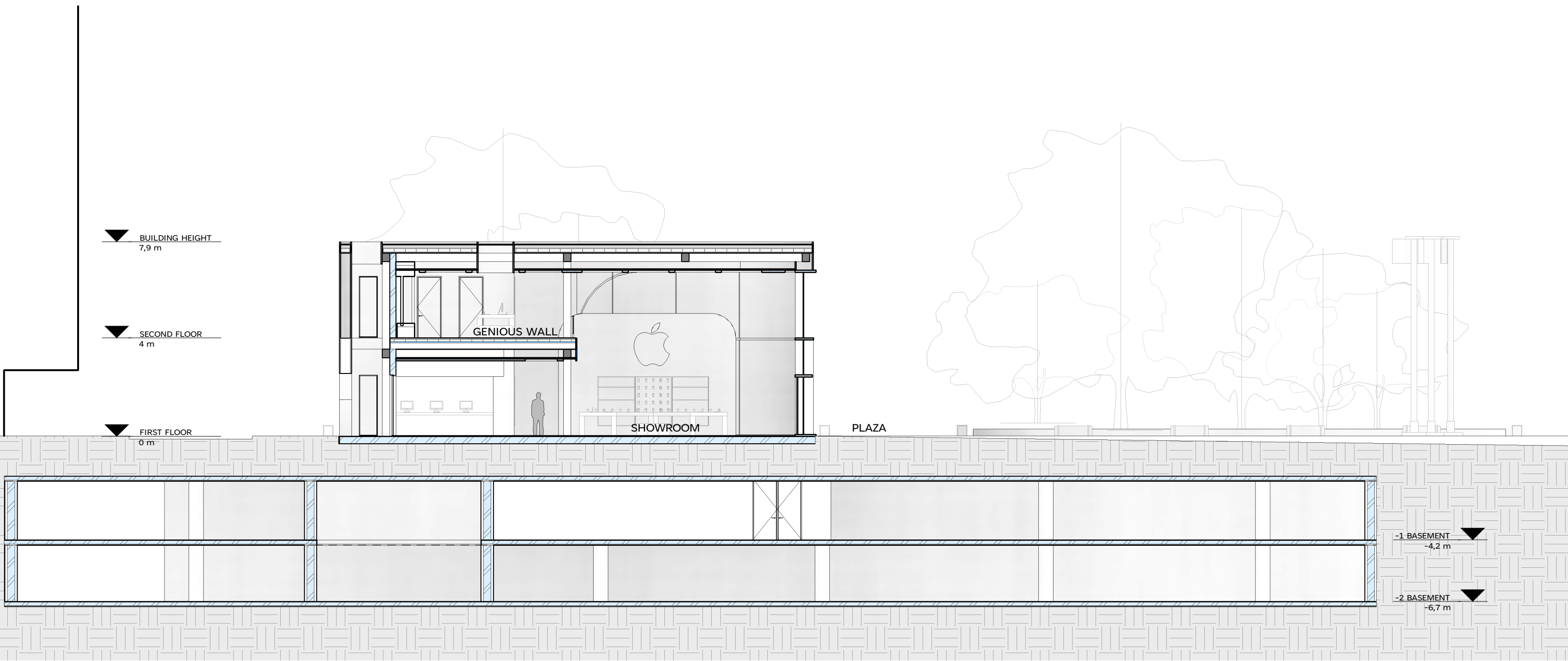
PARISKA



Section Long

Apple Store

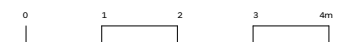
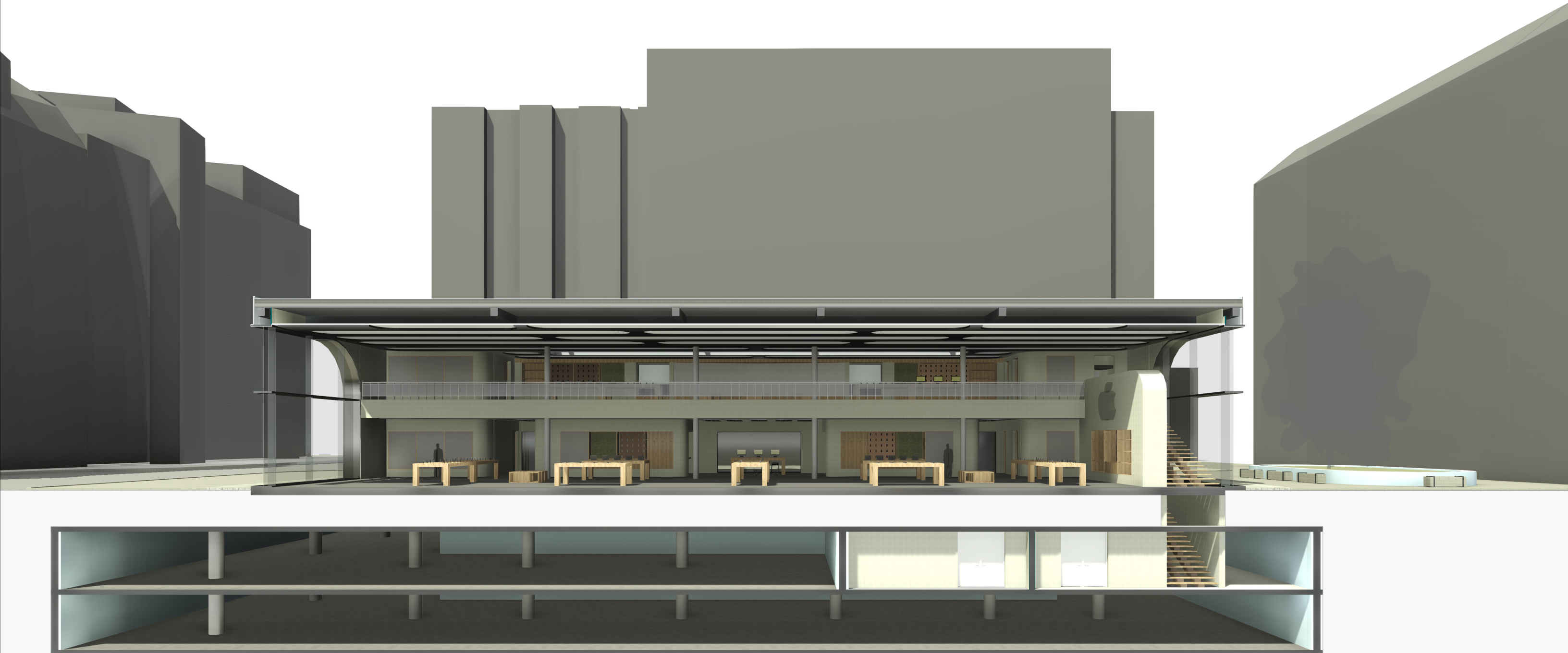
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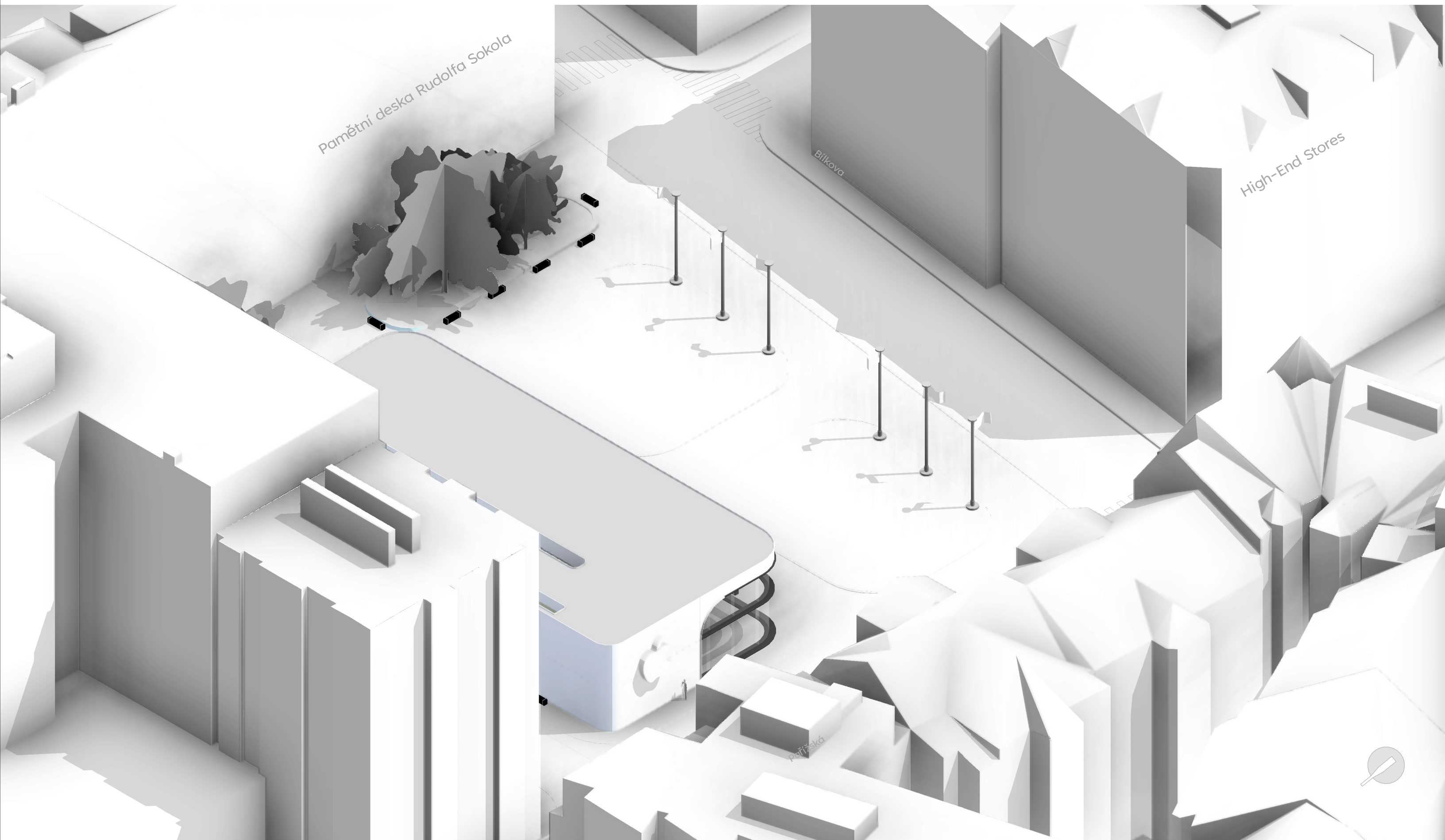


Section Short

Apple Store

Scale: 1 : 150

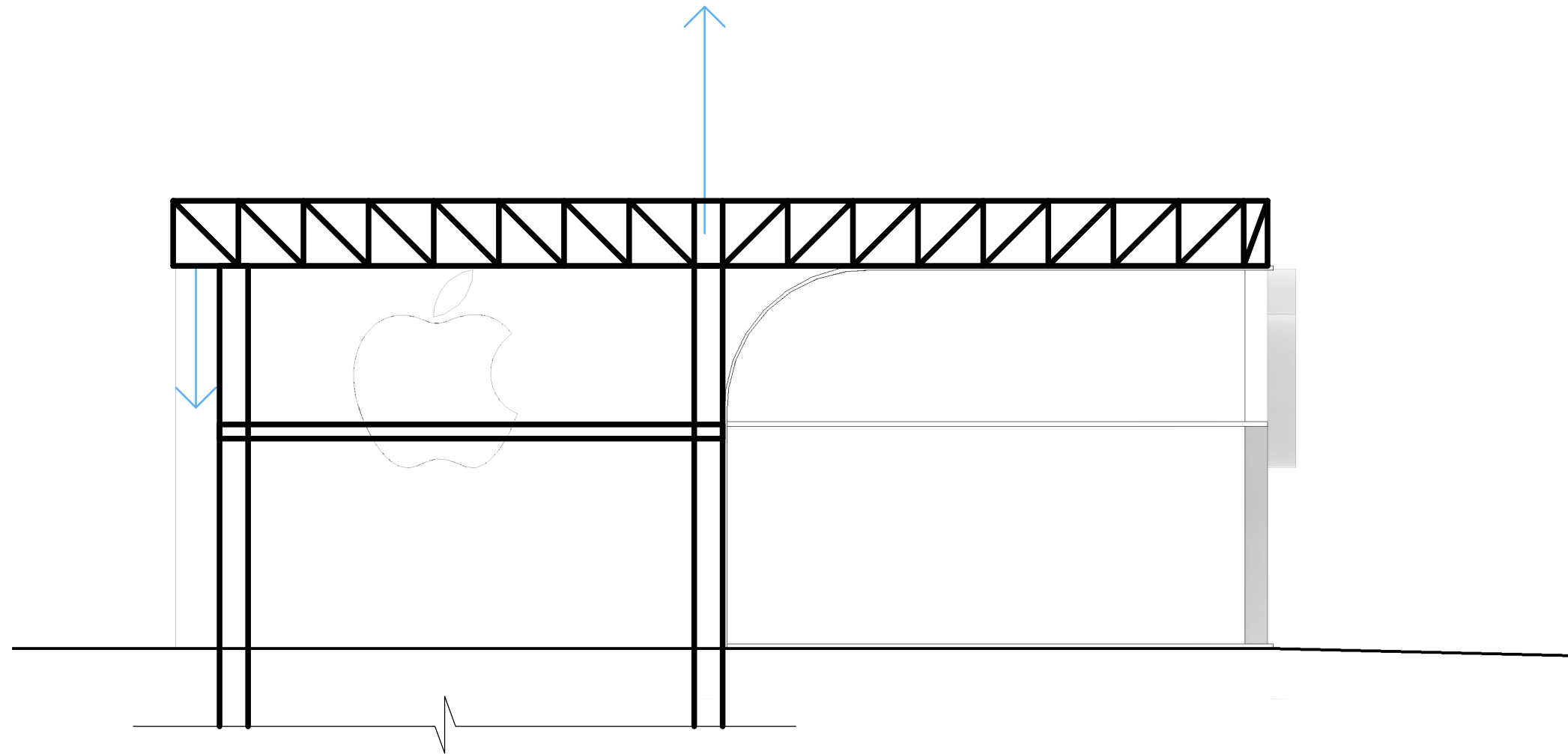




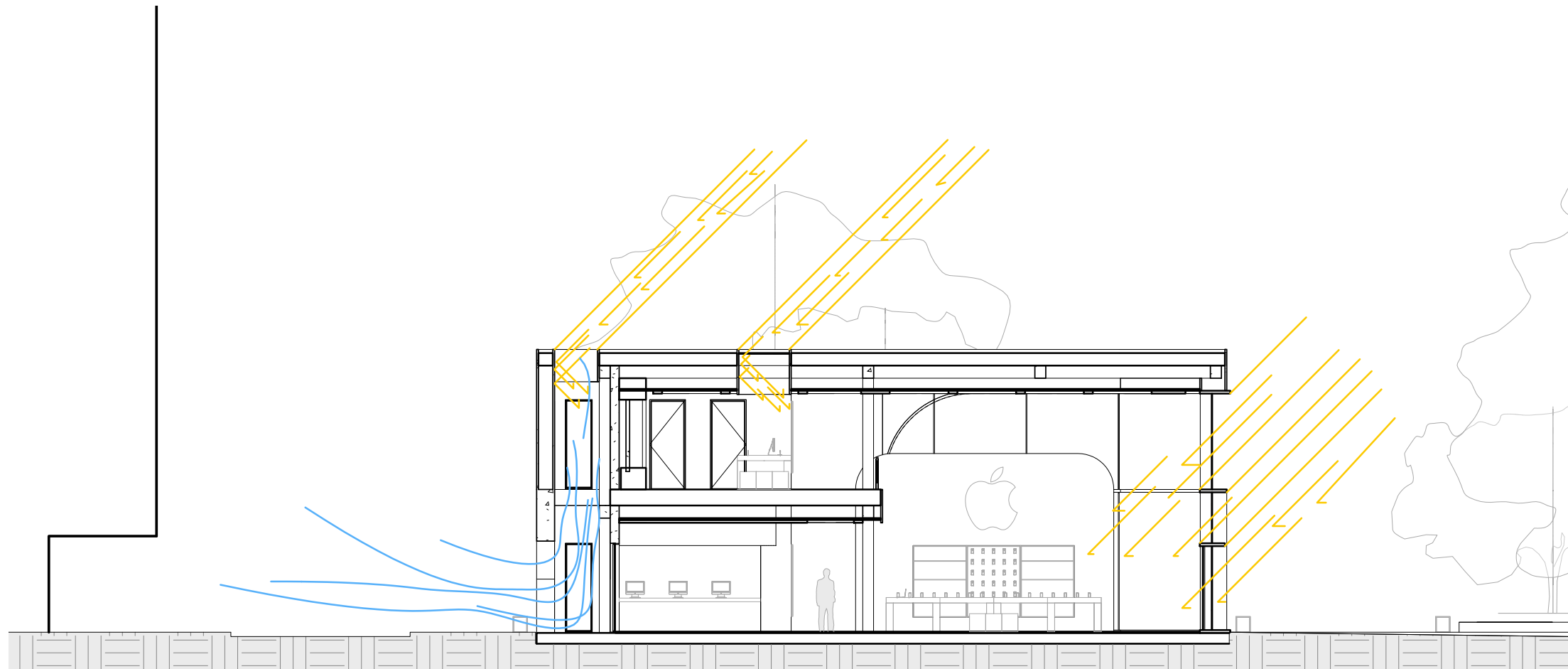
Isometric

Apple Store

Scale:



The steel structural system allows the 10m cantilever by treating the whole roof area as a single piece being lifted and simultaneously pulled. This strenghtens the idea of a contioniouity of the public plaza area into the inner space of the store.



With a south-facing glass facade, a skylight, and a light well to ensure natural lighting to more private rooms without compromising the privacy of the Intercontinental Hotel, the building takes advantage of natural light, decreasing dependency on artificial lights and lessening the need for thermal heating during winter times.

The light well provides an escape for the existing ventilation shafts of the underground parking and creates a siphon effect for the hot air during summer times to rise and cool the areas surrounding the building.



Main entrance

Apple Store

Scale:



Pariska Facade

Apple Store

Scale:



Showroom

Apple Store

Scale:



Genious Wall

Apple Store

Scale:



Cashier view

Apple Store

Scale:



Interior

Apple Store

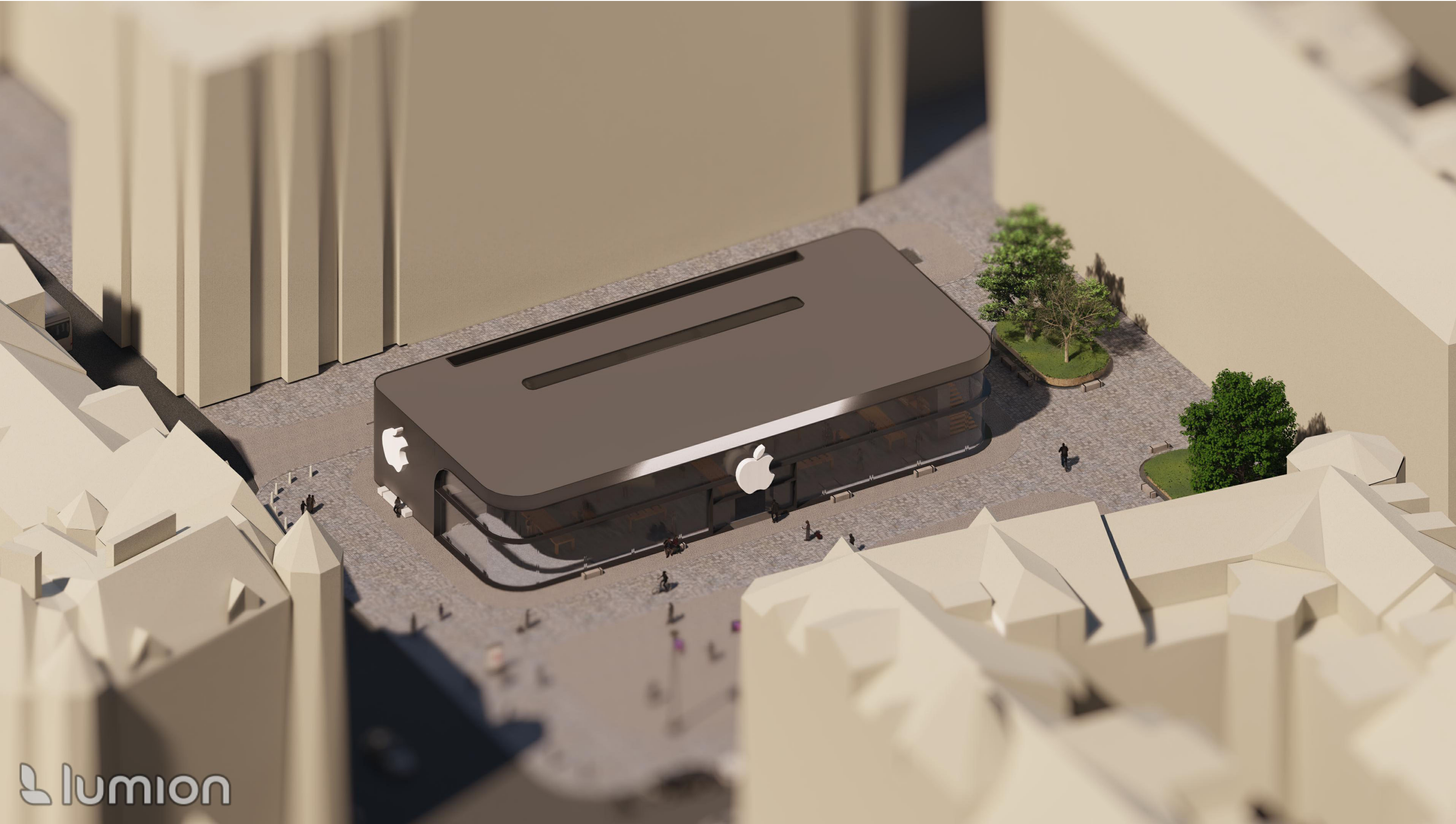
Scale:



Exterior

Apple Store

Scale:



Isometric

Apple Store

Scale:



 lumion

Night View

Apple Store

Scale:

