

Harvey Nicholls Store

Kuwait, Kuwait

The design of the store façade can probably best be described by saying that it looks like lots and lots of towering organ pipes. Convoluted rivulets of gold piping run from floor to ceiling on the main area of the façade and are echoed again on the first floor and in the interior. The façade is not only visible from the outside, it forms part of the backdrop for the Veranda restaurant on the first floor as seen in the image below. The store is located on The Grand Avenue and the feel is that of an outdoor avenue lined with palms and boutiques. Although the store is under cover from an arched glazed canopy the cladding is exactly as if the store were facing the outdoor elements. The clientele were analysed and clearly understood to demand a luxurious shopping experience as well as the opportunity to buy luxury goods. The pressure would be on to make this store stand out, in a shopping complex with this fanfare and levels of expectation. The UK's Harvey Nichols Edinburgh and Bristol stores restrained claddings of local stones and granites needed to be matched in gravitas and "wow" factor in Middle East terms of reference. The answer could only be gold. This is where the Double Stone Steel PVD coated coloured stainless steel could really be the only alternative to actual gold. The success is indubitable as in every marketing piece for The

Avenues, Harvey Nichols' store is firmly in the frame. The Arabic love of, or indeed reverence for, gold goes back centuries. The first Arabian gold was mined in 3000BC in what is known as "The Cradle of Gold", its real name being Mahd adh Dhahab, the leading mining area within the Arabian Peninsula. In this instance, the store front is not clad with actual gold (unlike the store designed by Rem Koolhaas, Fondazione Prada, Milan which is clad in 24 carat gold leaf). It gleams and has the rich depth of hue and allure of gold but is in fact PVD coated coloured stainless steel. PVD was specified for its durability and ease of handling during construction.

Environment:	urban
Material:	316 PVD coloured (gold) stainless steel
Manufacturer:	Double Stone Steel
Architects:	Gensler
Photographs:	Double Stone Steel
More information:	doublestonesteel.com



