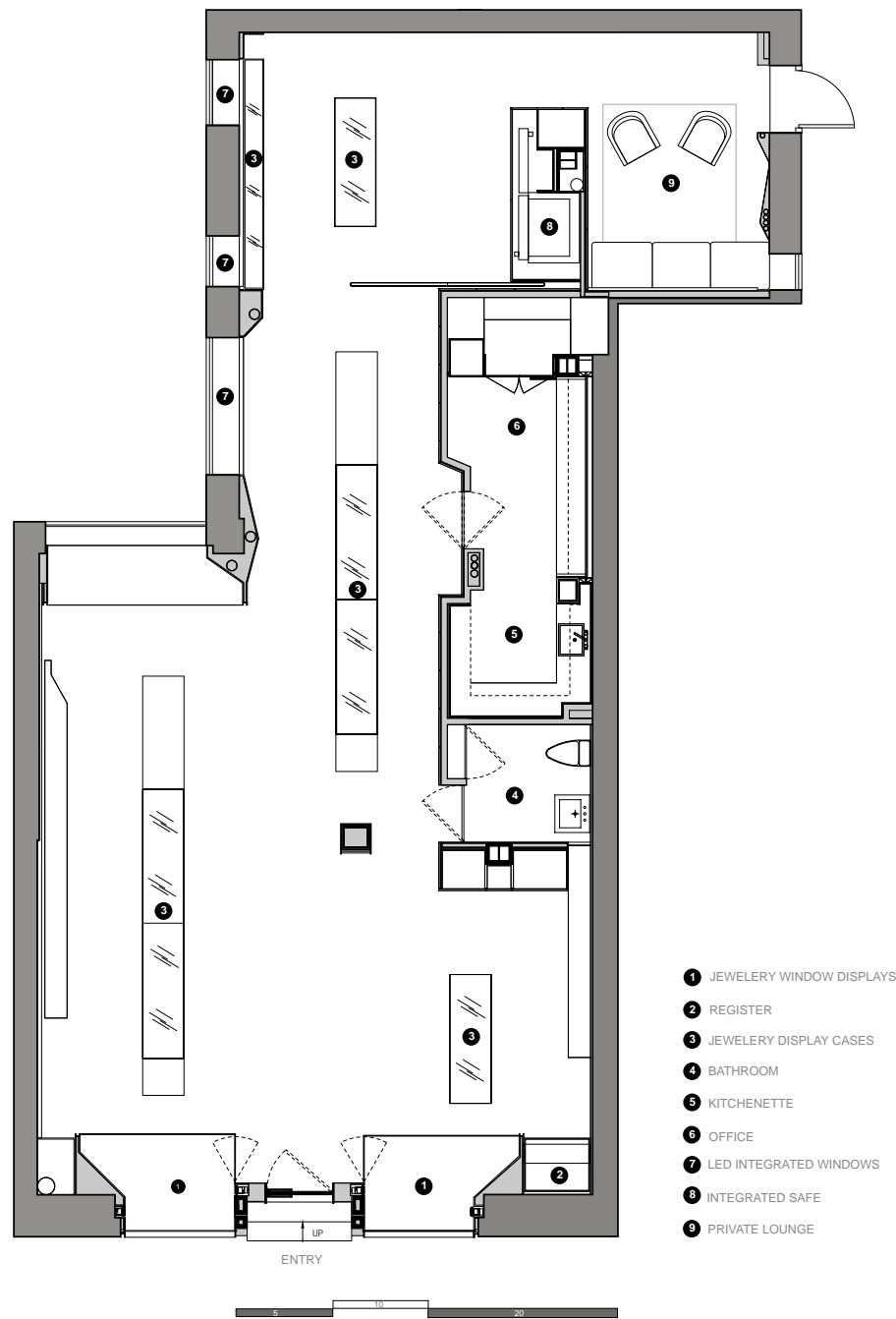


PASSION

CODE

JEWELLERY STORE DESIGN





Manfredi Jewelry Store

Design Agency: DeSPEC inc.

Designer: Farnaz Mansuri, Thomas Shea, Alexander Amini

Photographer: Frank Oudeman

Manfredi jewelry store originally from Italy found its New York location on Park Avenue, NYC. Through site specific and conceptual programming DeSPEC identified that one of the most important issues guiding the design would be the necessity for a change of speed; a slowing

down that would need to occur for pedestrians to transition from walking at the Park Avenue pace to a slowness necessary for viewing jewelry. In order to mediate the change of speed and to adjust focus from far to near the façade was impregnated with an interstitial void space

with walls at an oblique that point to an air shaft washed by translucent colors within. Inspired by the lens, the window display enables simultaneous focus on the jewelry and the 'depth of field' beyond.



