

Award of Merit

2002 AWARD OF MERIT: INTERIOR DESIGN/FITOUT PROJECT

■ The Prada-Soho

With the objective of creating a new shopping experience for Prada, a renowned fashion retailer, the project team for the Prada-Soho faced an onslaught of challenges.

Starting with the design, which included opening up space and improving circulation, a plan was developed. This plan included the removal of 50 percent of the existing ground floor framing and installing a new and dramatic floor in the shape of a wave to create a circulation path through the space and a gathering space for store and community uses that would transcend retail.

The project, located in an 1890s "Cast Iron District" building, also faced structural challenges including the desire to preserve the cast iron columns in a space where large portions of the ground floor framing, which braced the columns from buckling under the weight from the seven-story structure above, were to be removed. The solution was a structural system that braced the columns without detracting from the openness desired by the architect. In addition, large masonry pier construction with inner layers of granite slabs made up subcellar level foundations. The solution consisted of a composite concrete and steel jacket that was anchored with bolts drilled and embedded 6 ft. into the piers.

Connecting the store areas and improving access through some areas requiring transferring existing columns and portions of the 3-ft.-thick masonry wall. To implement the transfers while the store's upper floor neighbor was left undisturbed was also a challenge. The

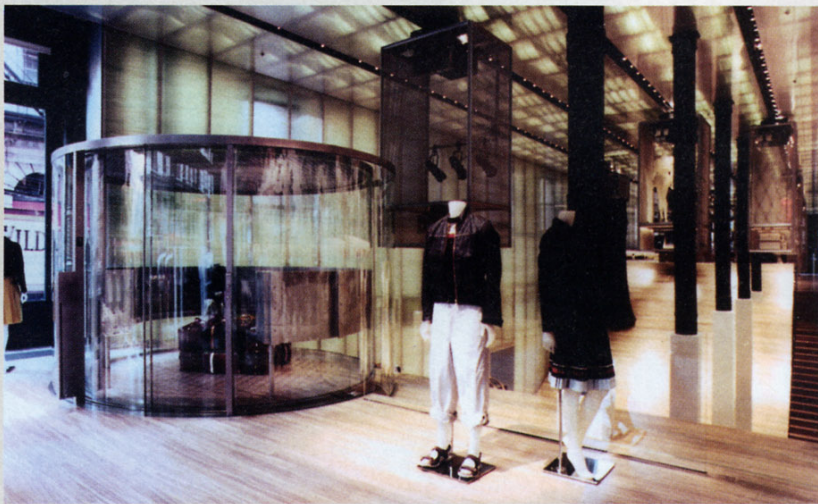


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solution required prestressing the transfer system in order to redirect the loads from the upper floors on to the new girder, column and footing. The transfer system used preceded the need for a separate shoring system and allowed for the uninterrupted occupancy of the floors above.

In order not to impact the Prince Street Subway station, which is in close proximity to the building, temporary perimeter wall bracing was used.

The project was also schedule driven. Because of the schedule and the immensity of the space, a suspended work platform was used so work could be performed on the ceiling and floor space simultaneously. This platform allowed the construction schedule to be cut in half.

The jury praised the project team for meeting this project's design, foundation and construction challenges and said that the project's structural solutions were "significant."

DEVELOPMENT TEAM

OWNER: Prada USA Corp., NYC

ARCHITECT: Office for Metropolitan Architecture, Rotterdam, The Netherlands

ASSOCIATE ARCHITECT: Architecture Research Office, NYC

STRUCTURAL ENGINEER: Leslie E. Robertson Associates, NYC

MECHANICAL, ELECTRICAL & PLUMBING ENGINEER: Ove Arup & Partners, NYC

TRANSPORTATION ENGINEER: Vollmer Associates, NYC

CONSTRUCTION MANAGER: Richter+Ratner, Maspeth, NY