

# The Plan



## WHO'S WHO FOR 595 MADISON AVENUE

**ARCHITECTS:**  
STUDIOPARISIEN, TPG  
ARCHITECTURE  
**LANDLORD:** VORNADO  
REALTY TRUST  
**MEP:** HENDERSON  
ENGINEERS  
**GENERAL CONTRACTOR:**  
JAMES E. FITZGERALD



**BILLIONAIRES' SILVERWARE:** On Billionaires' Row, high-end home goods brand Maison Christofle took over part of a former Coach space and opened a new flagship store for its handmade silverware, plates and kitchen items. The space includes gold details (lower right, lower left) that reference the building's landmarked Art Deco facade of black and gold paneling.

## By Rebecca Baird-Remba

When high-end French home goods brand Maison Christofle decided to open a new flagship store at Madison Avenue and East 57th Street, it wanted to create a space that felt welcoming but still luxurious.

The retailer, which produces luxury silver kitchenware, jewelry and other kinds of home goods, tapped French interior designer Studioparisien and TPG Architecture to

handle the design and buildout of the space at 595 Madison Avenue. The property, known as the Fuller Building, is a 40-story landmarked Art Deco office tower with a gold-and-black-paneled facade and high-end retail tenants like purse vendor Fendi and Italian leather goods maker Berluti.

All three retailers took over the building's ground floor after Coach abruptly shuttered a 6,000-square-foot store there in January 2020, after 30 years in business.

The design of Christofle's new 995-square-foot store includes customized millwork from France, with rounded walls, floating backlit wooden shelves holding displays of silverware, pale wooden patterned flooring, and unique rounded patterns of molding and trim on the wall panels. The back wall is a calming light green and features displays of shiny silver trays, along with ice buckets and cocktail sets, along with a long bar painted the same green as the back wall.

The front doors are framed in gold, which appears in small details throughout the space. A gold, branching chandelier with exposed bulbs extends from a rounded ceiling, and an unusual sculptural display features gold-plated pedestals of different heights with large bronze, silver and gold eggs, some of which open to show silverware.

Rounding out the space is a long, country-style wooden table, set with more of Christofle's plates, silverware, vases and glasses.