

# El Palacio de Hierro

Perisur, Mexico City

Design: TPG Architecture, LLP, New York City  
Photography: Héctor Armando Herrera, Mexico City

El Palacio de Hierro is an upscale fashion and lifestyle brand with 16 unique department stores in Mexico, offering high-end shopping, services, and dining.

The TPG Architecture team has worked with El Palacio for many years. In that time, Over the years, the firm has created designs that speak to the

localized, community store concept.





Palacio's 275,000-sq.-ft. department store in the Perisur suburb of Mexico City serves a young, artistic, and creative community with a thriving local university. The team found design and artistic inspiration from two historic moments that resonate with the local culture. The first was the mid-1940s residential neighborhood development of Los Jardines del Pedregal de San Ángel that was spearheaded by Mexican architect Luis Barragán. The second event was the famed 1968 Olympics, a defining moment that put Mexico City on the world's stage.

Working with these sources of inspiration, each department is showered in unique details from geometric patterns to metallic sculptural elements, which simultaneously pay homage and put a unique spin on Mid-century

modern design. Ground floor circulation around the luxury department is driven by strategic, elegant circulation rotundas, interpreted as modern sculptural focal points that balance uncluttered, sleek lines with geometric forms. Individual shopfronts are framed in grillwork with minimal ornamentation that calls out to the Mid-century aesthetic. Overhead in the ground floor cosmetics department, organic-shaped floating curves line the ceiling, creating gestural moments where the light reflects beautifully between the arcs. The sports department is inspired directly by the '68 Olympics. The dominant shades of yellow, a Palacio branding trademark, are entwined in the graphic, geometric language of the Olympic Games. Visitors take this in through the unique wall panels and fixture design,



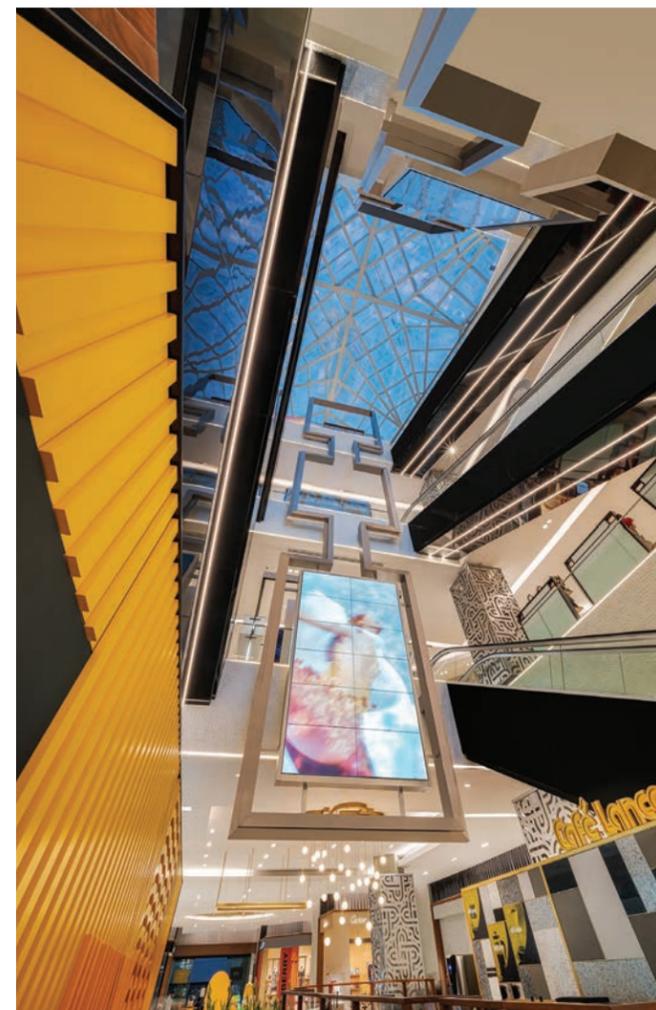
reminiscent of a stadium roof or tennis racquet.

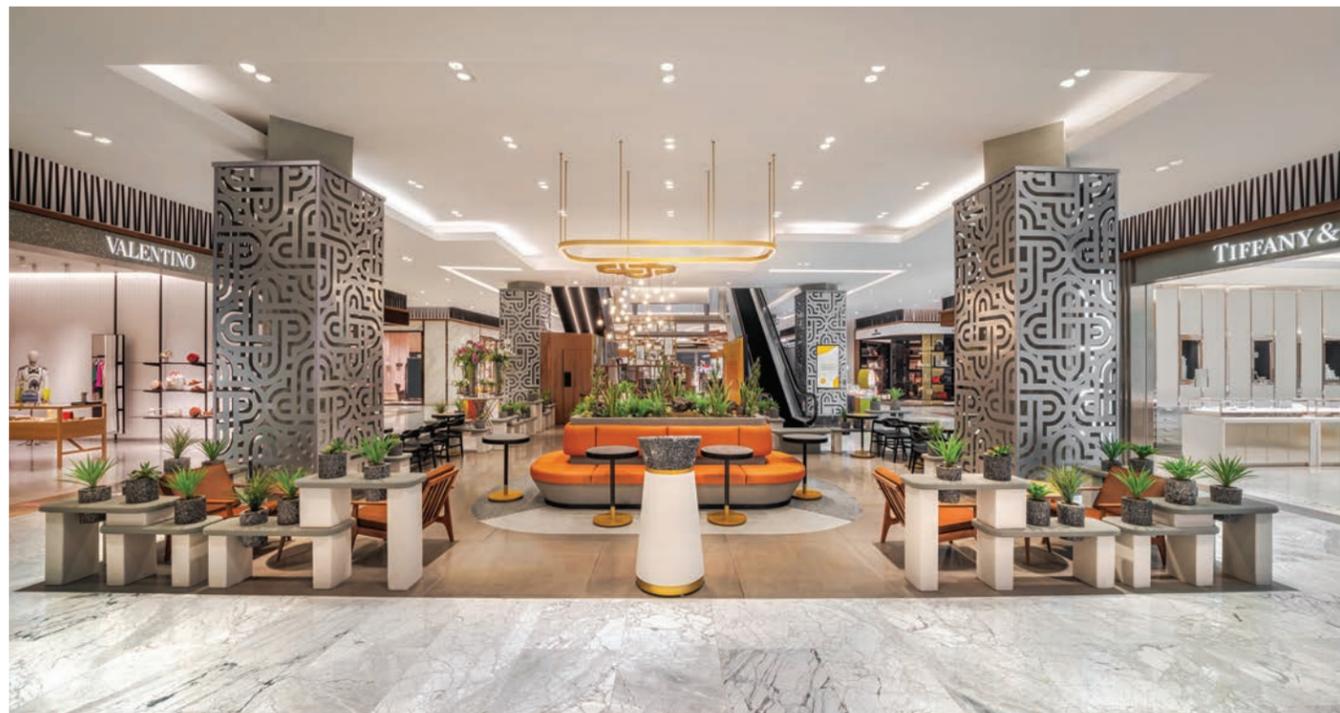
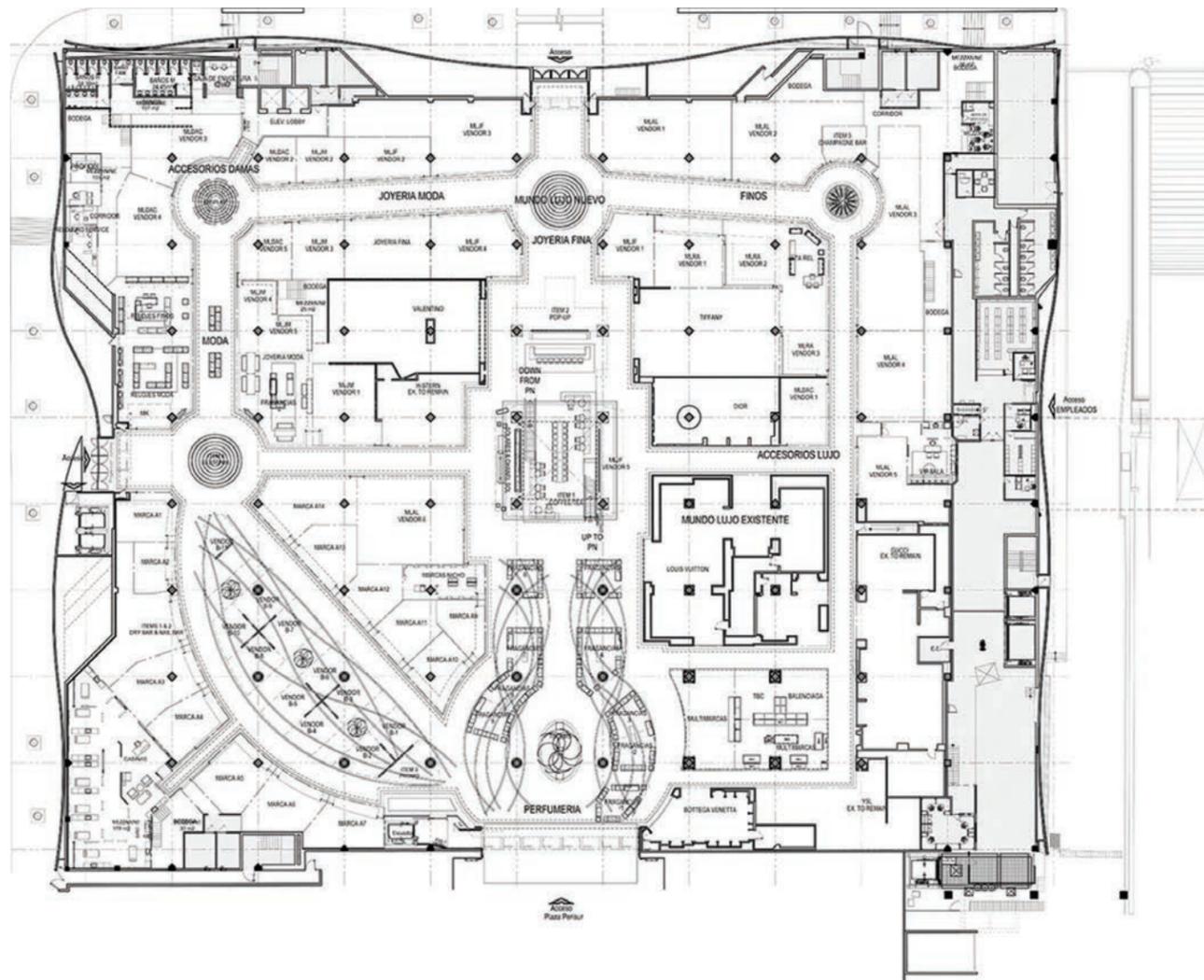
The team worked with graphic artist Lance Wyman, the original creator of the 'Mexico 68' logo for the Olympics, who was thrilled to contribute to the process. Surrounding the columns Wyman created laser cut panels that illustrate various geometric motifs. The patterns are viewed as radiating lines of geometry, suggestive of early Mexican culture and Mexican folk art, which complement the overall look-and-feel of the Perisur location.

The store's central atrium is a celebration of total modernism. The double-sized dome crowns the atrium outlined in clean, geometric lines. Light cascades down to the lowest level, and beautifully glistens

off the finishes and metallic elements that line the main escalator. The steel fixed sculpture in the center beautifully frames each floor and captures the attention of visitors traversing between levels. Customers are guided through the store by sales associates, so signage, branding, and wayfinding were kept to a minimum.

Judges' comments: Bringing in the original graphic designer for the '68 Games for some of the interior elements was a nice touch of authenticity.





# Strictly Cycling Collective

New York City

Design: TPG Architecture, New York City

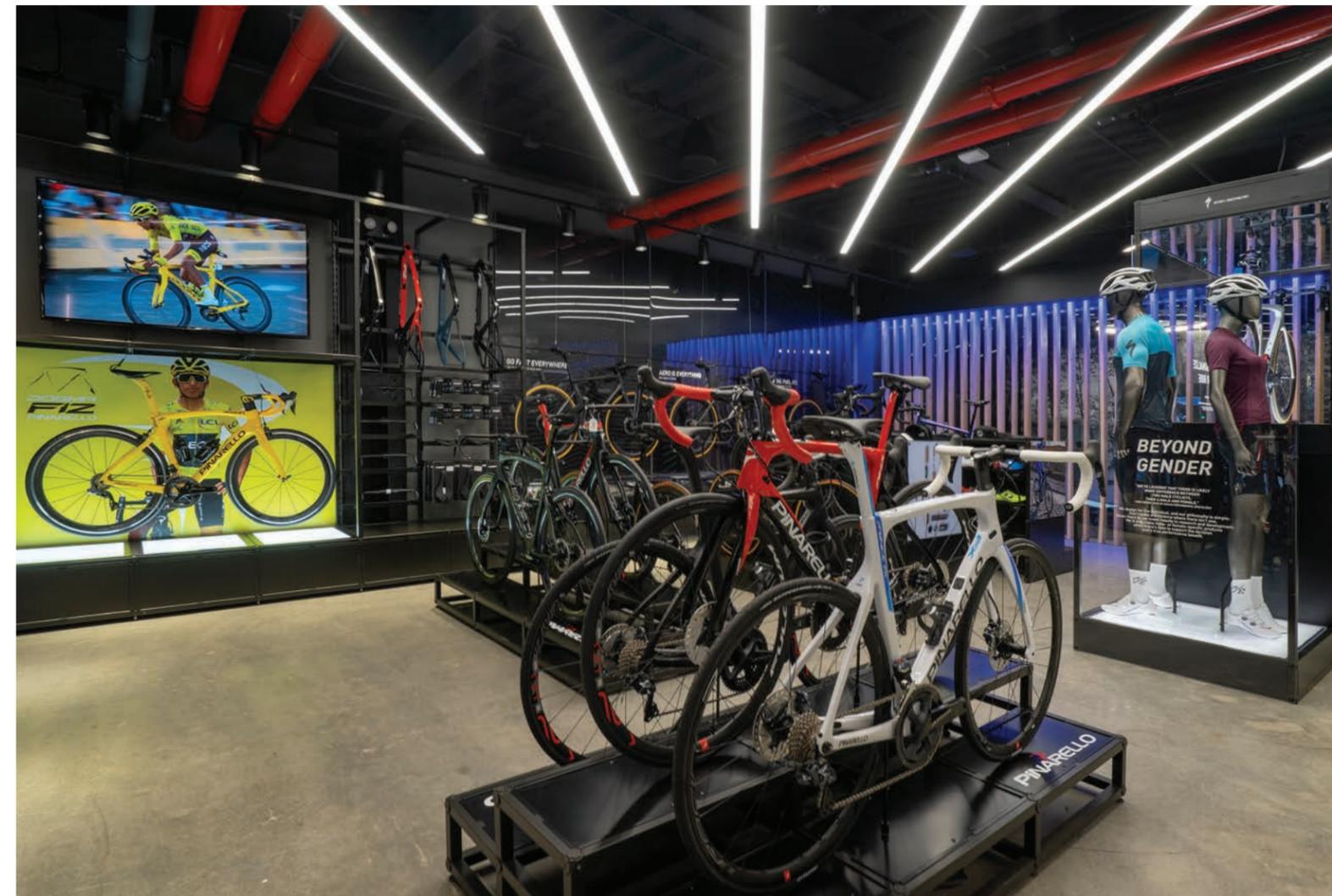
Photography: Courtesy TPG Architecture

For more than 25 years, the Gutierrez family has been operating Strictly Bicycles in Fort Lee, N.J., providing customers with the highest quality of service and cycling gear.

Strictly Cycling Collective is the family's entrée into the New York City market, located in the Hudson Yards neighborhood close to The High Line public park.

The design team conceptualized a forward-thinking, high-tech environment for the 3,000-sq.-ft space that echoes the local industrial atmosphere. The retail component





of the shop brings together three of the world's top cycling brands: Specialized, ASSOS of Switzerland, and Pinarello. Each brand has personalized zones to display their merchandise that stay on par with the overall look and feel of the space. Custom wood seating inspired by The High Line further pays homage to the neighborhood. To bring some of the quintessential NYC grit to the space, Strictly Cycling Collective staff's own colorful graffiti art installations are found throughout the store.

Walking through the retail area, customers can see into the private bike fitting space, creating a larger and more immersive experience. Within this area, the shop offers a unique personalized evaluation using high-end immersive technology: The Retül Bike Fit. This 3-D motion-capture technology provides riders with data about their physique, which helps to fully customize

their cycling equipment to achieve the perfect ride.

Strictly Cycling Collective emphasizes that this space supports the local cycling community. At the front of the shop, a designated coffee, wine, and craft beer bar area lets clientele connect, relax, and socialize. Overhead monitors displaying annual races such as the Tour de France provide additional entertainment for customers to bond over. Topographic wall maps of the neighborhood and surrounding areas highlight bike trails riders can explore. This new outpost for Strictly Cycling Collective's speaks to the true values of cyclists everywhere.

Judges' comments: A well-designed space that brings the cycling community together to shop, connect and socialize.

