

# Louis Vuitton Singapore Flagship Store

Exterior Heavy

**Project.** Louis Vuitton's newest flagship store is a prominent, nautically themed, all-glass pavilion protruding from Singapore's Marina Bay. Louis Vuitton is a luxury brand name, and the design team has used an exquisite light and shade effect to highlight this in an impressive way.

**Concept/Design.** Panel shapes with SEFAR® Architecture PTFE fabric were chosen, and these float above the space below. SEFAR® Architecture EH-35-T2 fabric provides the necessary shade and protects the luxury goods from the effects of UV light while still allowing daylight to fill the 2250 m<sup>2</sup> pavilion. The high light transmission of the fabric produces a warm hue of soft filtered light which matches the elegance of the Louis Vuitton brand. The interior design concept is inspired by its position close to water, and from the LV brand itself, which is associated with travel. The multi-faceted ceiling panels are aesthetically pleasing design elements and remind the observer of the sail of a luxury yacht.

**Construction.** The floating fabric is bordered by light aluminum frames while the panels have a unique rim detail to ensure correct tensioning and maximum incidence of light on corners and edges. The ceiling panels – hinged by means of a cable mechanism – allow easy maintenance of the skylights. EH-35-T2 fabric with an optical transmission of 35% ensures consistently diffuse light. Although the material is intended for external applications, the design team also selected it for its high aesthetic qualities. The material is UV-resistant, dirt-repellent, sound-absorbing, prevents the build-up of moisture, and has a low weight per m<sup>2</sup>. This flagship store in Singapore opened in September 2011.

**Project/Location:** Louis Vuitton Store, Singapore, [www.louisvuitton.com](http://www.louisvuitton.com)

**Architects:**

Interior Design: Peter Marino Architect, York, USA, [www.petermarinoarchitect.com](http://www.petermarinoarchitect.com)

Pavilion Design: Moshe Safdie, Somerville, USA [www.msafdie.com](http://www.msafdie.com)

**Engineering and fabrication of sunshades:**

Eventscape Inc., Toronto, Canada [www.eventscape.net](http://www.eventscape.net)

**Sun shade consultant:**

FTL Design Engineering Studio, New York, USA [www.ftlstudio.com](http://www.ftlstudio.com)

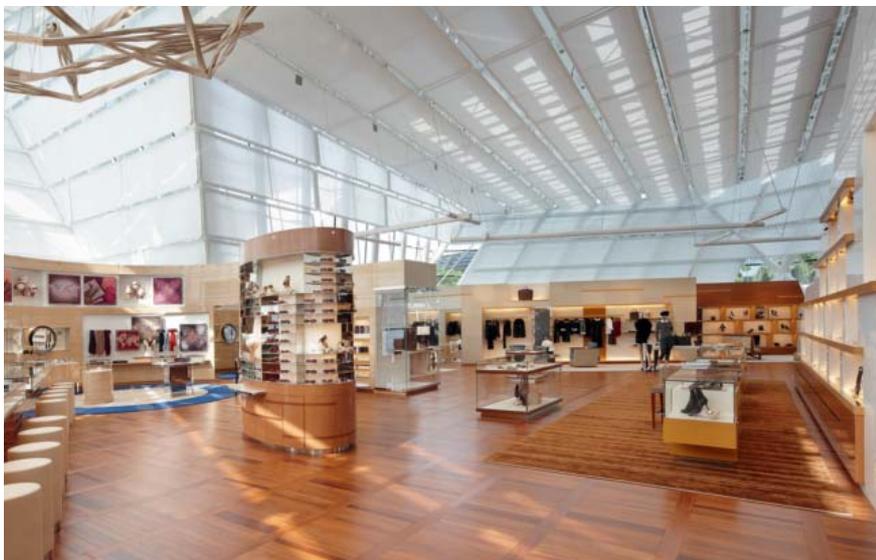
**Assembly/Implementation:**

Eventscape Inc., Toronto, Canada [www.eventscape.net](http://www.eventscape.net)

**General contractor:** ISG Asia, [www.isgplc.com](http://www.isgplc.com)

**Fabric/System:** SEFAR® Architecture EH-35-T2

**Photos:** Louis Vuitton, [www.louisvuitton.com](http://www.louisvuitton.com)



Architecture  
**Interior / Exterior**

**S E F A R**  
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