

Peek & Cloppenburg Flagship Store, Vienna, Austria

The new Peek & Cloppenburg flagship store will be located on Kärtner Strasse, between Johannesgasse and Himmelpfortgasse, in Vienna's historic centre, a district protected as a UNESCO World Heritage Site.

The starting point for the design was the idea of a "building with windows" – a modern, abstract interpretation of a classical building typology, which is not freestanding but part of the overriding structure of the urban area. The building will assert itself as tectonically powerful, and demonstrate a long-lasting and institutional character through the selection of its materials and proportions, whilst remaining modest and above all becoming an integral part of the street façade. The defining material for the façade is a light-coloured, finely pointed Danube Limestone (Donaukalk) – a typical Viennese building material. The façade will be solidly built, corresponding in its materiality and craftsmanship with the historic context.

The new building volume will close the urban block as a continuation of the neighbouring buildings. In its rational structure the design ties in strongly with the tradition of late Viennese department stores. The façade will subtly react to the structure of the neighbouring buildings. The window proportions and the ratio between closed wall and openings will reflect the historic neighbouring buildings. The otherwise recessed glass layer will be brought forward on the ground floor, transforming the wall openings into display windows at street level. On the fourth floor, the façade will open up to the city through a loggia.

The six sales levels will be accessed from the main entrance on Kärtner Strasse via a central atrium, flooded by daylight. A translucent glass and bronze structure crowns the atrium in the tradition of the large department stores of the 19th century, acting as a counterpoint to the sales areas with its textile stock.

Client:	Peek & Cloppenburg KG
Competition date:	2007
Completion due:	2010
Gross floor area:	23,000 m ²
Architect:	David Chipperfield Architects
Team:	David Chipperfield, Christoph Felger (Design Director), Kristen Finke, Hans Krause (Project Architect), Dalia Liksaite, Jens Lorbeer, Michael Schmidt, Matthias Titze, Slobodan Veleviski
Structural Engineer:	Porr Projekt und Hochbau AG, Vienna
Quantity Surveyor:	IGP Ingenieur AG, Berlin
Presentation model:	Christoph Leistenschneider, Cologne
Photomontage:	Jens Gehrcken, Berlin