

retail store 5th ave – new cube

New York, USA, Retail Store, project number 20004



Owner	Apple Inc.
Main Contractor	Apple Inc.
Architect	Bohlin Cywinsky Jackson
Engineer	Eckersley o'Callaghan
Installation Period	2010 - 2011
Project Management	Nelli Diller

Scope of work

- Cube
 - Production and installation of façade
 - Technically limit to the minimization of the number of glass panes
 - Glass sizes 10.30m x 3.30m
- All-glass staircase
 - Production and installation of the staircase
 - Middle situated glass cylinder
 - Staircase from the original 2006 building

Description

Apple's cube on 5th Avenue in New York is a true highlight in terms of its glass technology and architecture. Bohlin Cywinsky Jackson had already created a remarkable icon acknowledged worldwide with the first cube of 2006. And seele had already redefined the boundaries of the technically feasible in structural glazing even for that glass structure. Some five years later, seele was able to push back the boundaries again with a new glass cube.

Exploiting the latest developments and innovations in structural glass, the transparency of the design realised in 2011 is unprecedented, and the cube appears as a perfectly minimalistic glass enclosure. Each façade (previously made up of 18 panes) now has just three panes of five-ply laminated safety glass with the astonishing dimensions of 10.30m x 3.30m. The titanium fittings that connect the panes to the continuous glass fins at the two vertical joints in each façade have been laminated into the panes for the first time and are therefore hardly visible. Likewise, the rigid self-supporting roof is also now made up of just three and no longer 36 individual elements.

Inside the cube, the all-glass staircase from the original 2006 building has been retained. The glass cylinder in the middle is the structural part, also carrying all the dynamic loads of the lift situated inside the cylinder.

The treads of the stairs are suspended between the glass cylinder and the glass outer stringer, with the latter supported on so-called hockey sticks – rigid, cantilevering glass fins.

seele

