Project Description

Gian Pietro Jelmoli founded his first business in Zurich in 1833. Fifty years later, the “Glass Palace”, Zurich’s first large department store, was built on Seidengasse. Since then, it has been one of the city’s leading addresses for fashion, interiors, sporting goods, and fine food. The building was constantly converted to adapt to the spirit of the age, but never quite as spectacularly as this time round. The owners did not have a standard renovation in mind – rather, their aim was to create a leading premium department store like the ones normally found only in London, Paris, and New York.

As it turned out, the traditional shop, which has undergone eighteen months of rebuilding behind its listed glass facade and whose new logo is already a visible symbol that marks the beginning of a new age, is unrecognisable. The total renovation of the historic building has created a versatile, urban attraction on six floors with a total of 34,000 square metres of sales space. A particular highlight is how the building has been opened up from ground floor to fourth floor, giving the interior a new feeling of space and an especially airy flair. Thanks to the total restructuring of the building, customers can explore the store almost intuitively, whether they are in a hurry or taking their time. The individual levels can be clearly distinguished from each other and are pleasing to behold thanks to their harmonious design features. Each world of style is unique in itself.

The lighting concept is as complex and diverse as the items on offer. For example, simple strips of lights proved sufficient in the suit department while opulent chandeliers shine in the lingerie area. Believe it or not, 179.7 kilometres of electrical cabling was used to cast the some two million items in the right light, with a total of 9,176 new luminaires.

Related Products

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<th>Product</th>
<th>Description</th>
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<td>SASSO 100</td>
<td>flush / offset</td>
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<td>KARO 100</td>
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JELMOLI department store
RETAIL PROJECT

ARCHITECT
Blocher Blocher Partners, Stuttgart

LIGHTING DESIGNER
Elan Beleuchtungs- und Elektroanlagen GmbH, Cologne

PHOTOGRAPHER
Blocher Blocher View
JELMOLI department store
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ARCHITECT
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