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Asymptote Architecture Designs New Carlos Miele Flagship Store in Paris

Paris, France—Carlos Miele’s new flagship store, designed by the New York-based firm Asymptote Architecture, opened last year at 380 rue Saint-Honoré. The design of the 230-square-meter, two-story store takes its inspiration from a combination of influences including Brazilian masters Oscar Niemeyer and Roberto Burle Marx and their interest in abstract figurative affinities, the French Baroque and Parisian Art Nouveau, all tempered by the precision inherent in new technological means of manufacture and design. The store was conceived to be an engaging environmental art installation where fashion is an inseparable part of the experience.

The design of the store comprises engineered white stone and lacquered, white-painted walls that have been assembled to create a smooth, unbroken appearance. The store’s individual elements create a musical assembly consisting of a 30-meter-long fiberglass sculpture that extends throughout the space from the entrance to the changing rooms at the rear. The sculpture represents the movement of the human body in space and celebrates the store as a minimal interior evocative of a landscape of desire and sensuality. The space works as a seamless and fluid environment and is designed as an ideal backdrop for Carlos Miele’s colorful and refined handcrafted clothes.

Since both Carlos Miele and Asymptote’s Hani Rashid have a background in art, their relationship has inspired a conversation between the seemingly disparate worlds of fashion and architecture. Their collaboration focuses on the idea of counterpoint, forging connections between paradoxes such as the contemporary and the traditional, the real and the virtual, local culture and cosmopolitanism, and high-tech architecture and organic forms.

The end result is a design for the new Paris flagship store that presents fashion as both an artistic and architectural experience. Carlos Miele’s New York flagship store, also designed by Asymptote, accomplishes a similar dynamic: the celebrated space located in the Meatpacking District has received several distinctive architectural awards including two accolades as “The Store of the Year.” The store’s design has been heralded as indicative of the latest in contemporary architectural design in New York City and has been exhibited in numerous important exhibitions including the International Biennial of Architecture and Design in São Paulo and an exhibition at the Netherlands Architecture Institute (NAI) in Rotterdam.

About Carlos Miele

A native of São Paulo, Brazil, Carlos Miele presented his 11th fashion show in New York last September. Miele’s designs are characterized by a unique convergence of cutting-edge technology and handcrafted luxury, creating a unique signature style that is always enthusiastically received by the international press and trendsetters such as Jennifer Lopez, Sandra Bullock, Eva Longoria and Heidi Klum. His desire to imbue his artistic vision with a strong social conscience has led Miele to create innovative endeavors with several artisan cooperatives in Brazil to produce his clothing. These cooperatives allow women, often single mothers, to earn a living working from home while caring for their children. By teaching underprivileged woman to create luxury products using beautiful, handicraft techniques, Miele is forging a connection between two disparate worlds that would otherwise never meet.

About Asymptote: Hani Rashid + Lise Anne Couture

Hani Rashid and Lise Anne Couture are leading architectural practitioners of their generation whose innovative work and academic contributions have received international acclaim. Since Asymptote’s founding in 1989, the firm has been at the forefront of technological innovation in the field of architecture and design and garnered praise for visionary building designs, large-scale master plans, innovative interiors, art installations, virtual reality environments and object design.

In addition to the Azzano-San Paolo Master Plan Asymptote is currently working on a broad range of commissions at sites in the United States, Europe and Asia including the World Business Center Solomon Tower in Busan, South Korea, a skyscraper that will be among the tallest in Asia at 560m; a luxury residential building in New York city that is near completion; two contemporary art pavilions commissioned by The Guggenheim Foundation for the Cultural District of Saadiyat Island in Abu Dhabi; and The Yas Hotel, a luxury hotel integral to the new Formula 1 raceway circuit in Abu Dhabi that opened October 2009. In 2000 Hani Rashid represented the United States at the Venice Biennale of Architecture and in 2004 Hani Rashid and Lise Anne Couture were awarded the Frederick Kiesler Prize for Architecture and the Arts given



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in recognition of exceptional contributions to the progress and merging of the fields and disciplines of art and architecture.

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