



# THE LOOKING GLASS

PC HOOFTSTRAAT 138  
AMSTERDAM

# The Looking Glass

## *Where form & function is fashion*

PC Hooftstraat is one of the most elegant shopping streets in Europe, home to only leading international and Dutch designers, flagship stores and boutiques. Situated in the heart of the Museum Quarter, between Museumplein and the Vondelpark, shops on the PC Hooftstraat are a display of Dutch design, creative heritage and elegance.

Taking cues from nearby museums for framing Dutch art, UNStudio's design for The Looking Glass sets the stage for a unique and distinctive flagship store by reimagining what it means to display clothes. Its facade is a celebration of textiles, both in form and function; three curved glass panels flow down from the upper floors in a design that mimics billowing transparent cloth.

This play with glass creates opening spaces on a pedestrian eye-level that unveil the latest designs. In a fluid gesture, fashion and architecture come together to represent and celebrate the geometry of high-end, tailored clothing, creating harmony between aesthetics and function. All this while keeping true to the original design of the three-windowed vertical division of an Amsterdam town house, where on the upper floors above the retail section, a bespoke apartment design carries high-end architecture through the entire building.

### **KEY NUMBERS**

Surface area 340 square meters with high ceilings.

Ground floor 128 m<sup>2</sup> gross floor area with a height of 5,15 m.

Basement 133 m<sup>2</sup> gross floor area with a height of 3,80 m.

First floor 78 m<sup>2</sup> gross floor area with a height of 3,10 m.



# Design concept



TOP

BODICE

HEMLINES



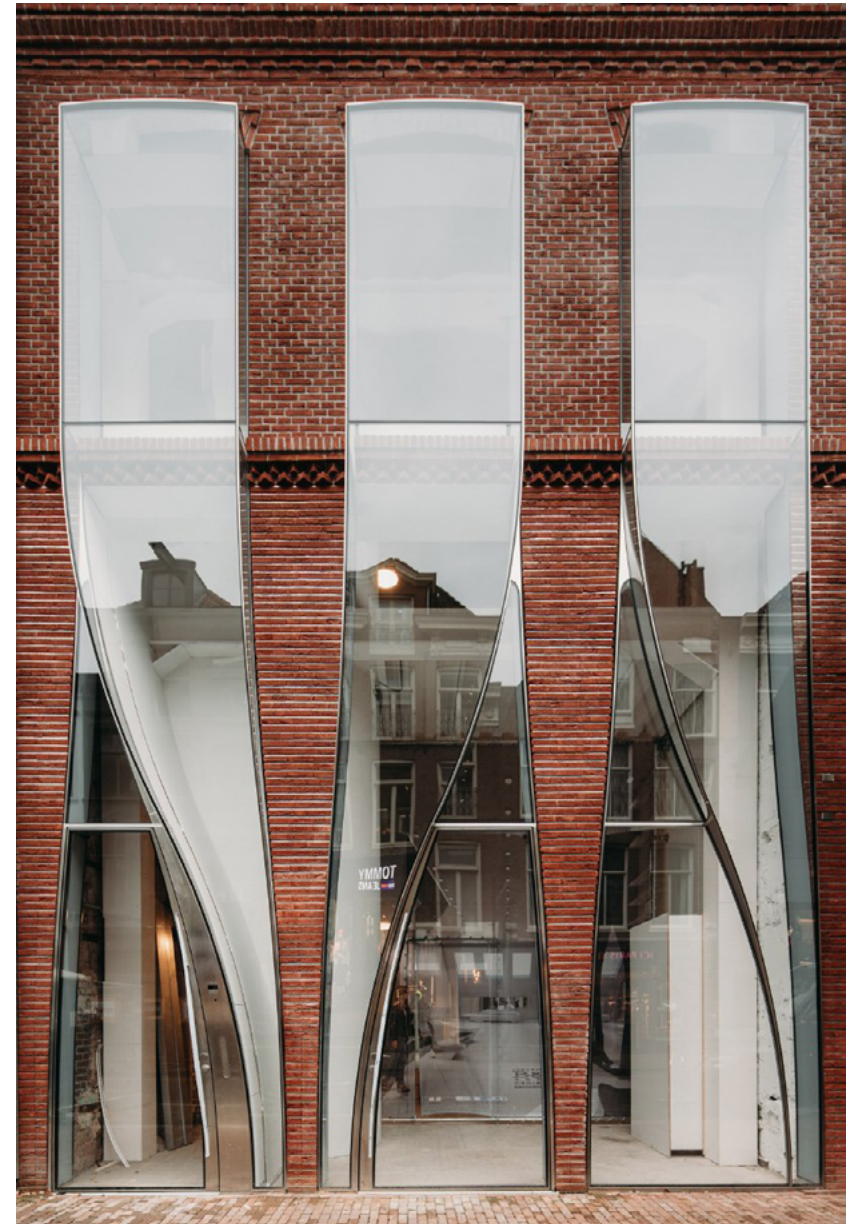
TOP

BODICE

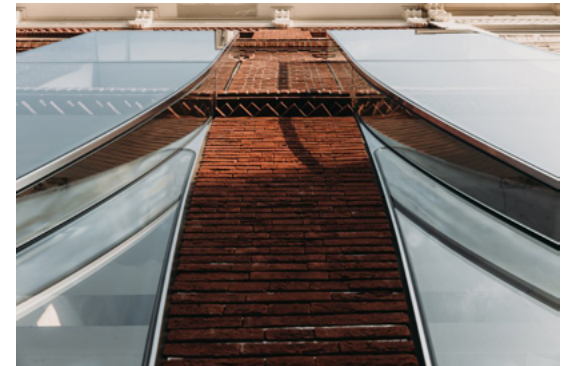
HEMLINES



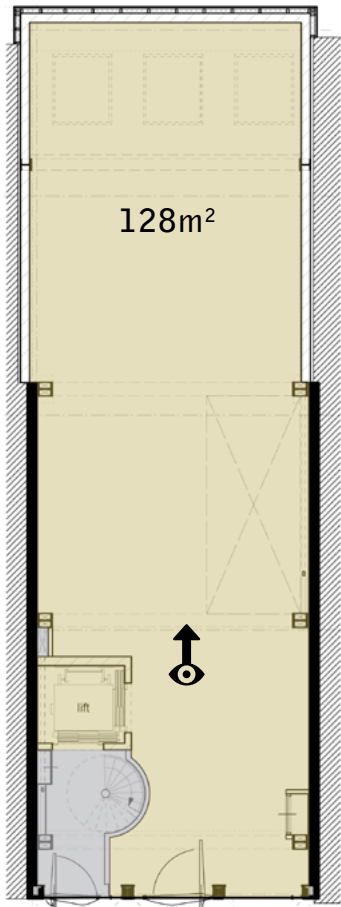
# Streetview





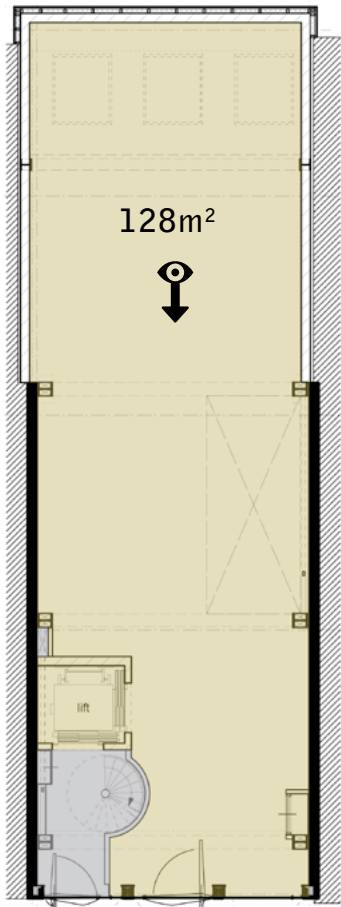


# Ground floor

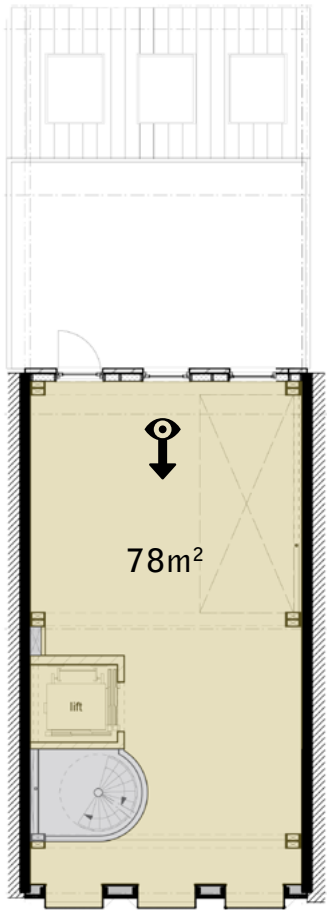




# Ground floor

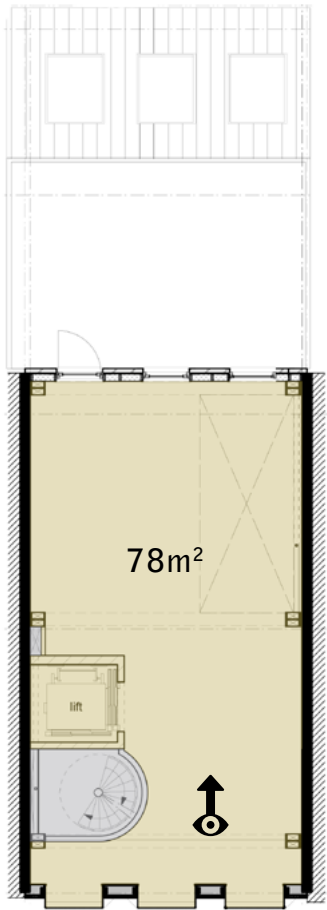


# First floor

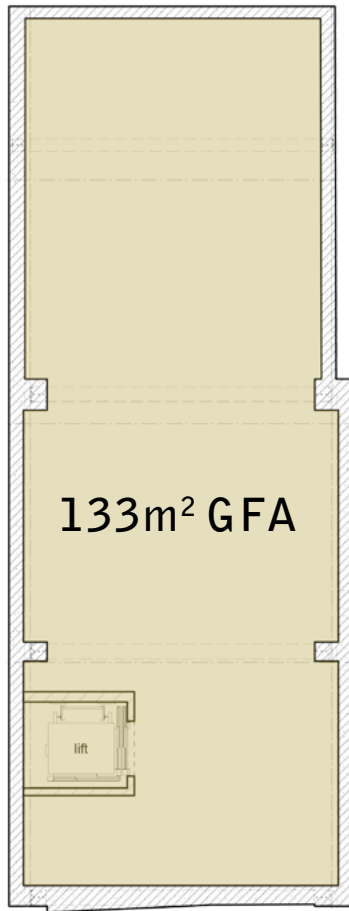




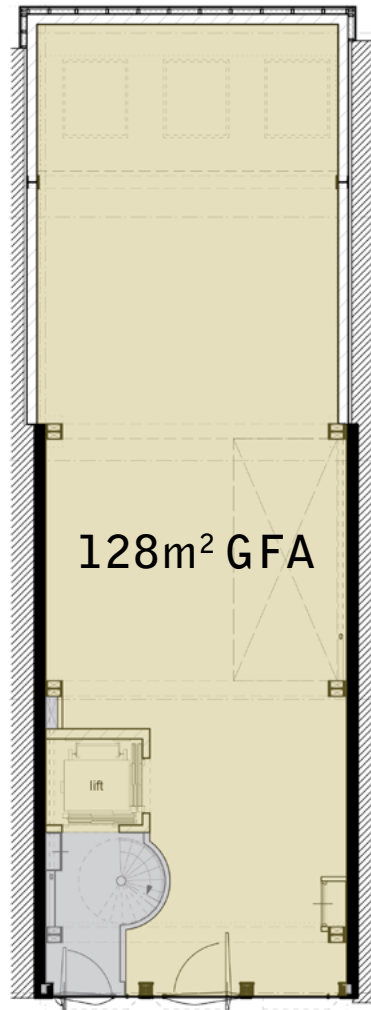
# First floor



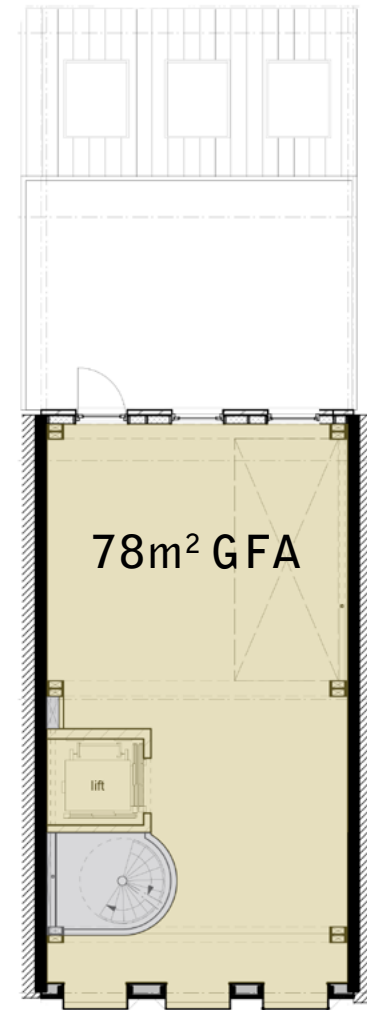
# Floorplans



Basement



Ground floor



First floor



# Section



# Team

## Architects

### **UNStudio**

Astrid Piber  
Ger Gijzen  
Mark Salemink  
Pauline Caubel

### **Gietermans & Van Dijk**

Wim Gietermans  
Arjan Bakker

## Structural Engineers

### **Arup**

Chris Noteboom  
Leonie van Ginkel

### **Brouwer & Kok**

Paul Brouwer  
Hamid Yazdi

## Contractors

### **Wessels Zeist**

Ed Vernooij  
Robert van der Hoef  
Wim van de Vis  
Richard van het Ende

### **Octatube**

Nils Eekhout  
Iris Rombouts  
Erik van Thiel  
Luis Weber

## Estate Agent

### **B&O Retail**

Robert Bleekemolen