



Project Name
Liverpool Polanco
Department Store

Location
Mexico City

Square Footage
504,009

Architect
FRCH Design Worldwide

Developer/Owner
Servicios Liverpool, SA
de CV

Credits

Construction Supervision
JF Supervision y
Coordinacion de Obra

Lighting Designer
Lighting Workshop Inc.

Lighting Supplier
Lightmex

Audio/Visual
Planica

Fixtures
Grupo Huitzilin & PC
Proyectos

Flooring
Grupo Porcelanosa

Photographer
OMS Photography

Liverpool Polanco

New or Renovated Department Store

Department stores are notoriously difficult spaces to design. Part of the very essence of the concept is that it carries a wide variety of merchandise. And that goes double for international department stores, which are often larger and carry an even more diverse product mix. (For example, take note of the motorcycle helmets and attire in the bottom right photo.)

FRCH Design Worldwide succeeded in the face of this challenge and came up with a space that has a design consistency while allowing a heterogeneous mix of merchandise to shine. To make the achievement even more impressive, FRCH's design was a renovation of an original scheme that in itself was well-conceived and executed. Add on top of that the fact that the store sits on an

unusual triangular site that the architectural team was able to make work put it over the top in this year's contest.

One judge remarked that part of what makes the design so noteworthy is the fact that the architects "never lost control. It always feels like the same store."

Judges also thought the design fits the brand perfectly and also sits well within

the context of Mexico City. They also commented on the "fantastic" and "artistic" graphics that are featured throughout.

The design creates a rhythm of salon-like shop vignettes presenting merchandise in unexpected ways, catching the eye of the shopper. The apparel presentations become visual art, creating a sense of drama and an immediate "wow."