

Press release

Tiffany & Co. in New York creates beautiful waves made by seele

An icon shines in new splendour: after more than 3 years of renovation and expansion work, Tiffany & Co. reopened the doors of its legendary flagship store on Fifth Avenue in New York. As part of the redesign, façade specialist seele realised the façade construction of the new VIP showroom on the 8th, 9th and 10th floor.

Gersthofen, April 28, 2023. The building located on the corner of Fifth Avenue and 57th Street was built in 1940 and has since become the most famous flagship store of Tiffany & Co. For the first time since its opening, the retail space of the luxury jeweller, now known as "The Landmark", has undergone extensive renovations. This included a VIP showroom designed by the architectural offices OMA and CallisonRTKL on the rooftop's top three floors. seele was responsible for the design, production, and installation of the building envelope of the expansion project. The installation in the heart of Manhattan was particularly challenging in its planning and exciting in its execution.

A curtain made of glass overlooking Central Park

The highlight of the store is the unitised façade on the 10th floor. The architects designed a glass box with the appearance of a curved curtain, created by wavy glass units. The 500sqm glass façade with a height of approx. 8.8m consists of 69 corrugated, hot-bent glass panes, stretching along the north and west sides. The reflections on the glass shine and sparkle in the sunlight, much like a precious jewel, and provide privacy in the interior due to the mirror effect.

Logistics and installation in the heart of Manhattan

Due to the unusual glass geometry and the limited space in the midst of New York City, seele chose a high degree of prefabrication for implementation. seele was able to precisely prefabricate and preassemble the components at its production site in Gersthofen, enabling quick and easy installation on site. Moreover, to ensure smooth operation of the construction site in New York, a mock-up of the installation of one of the units was performed at the test centre in Gersthofen. This involved the use of an especially developed suction cup device, precisely tailored to the limited space in New York. Due to the dimensions of the façade elements, on-site installation could only take place on weekends and by adhering to strict ordinances. With a special crane, the 2.7t elements were lifted to a height of approx. 40 meters.

By participating in the redesign of the Tiffany & Co. Flagship Store "The Landmark", seele has completed its ninth project already on famous Fifth Avenue in New York.

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Additional information: technical concept

The façade elements consist of a transparent area and a so-called “shadow box” – an edge glazing. A supporting frame is composed of anodised extruded aluminium profiles, reinforced by a steel insert. Corner cleats made of steel flat profiles are located in the corners of the element. For load distribution, the panels are bonded to the frame in a structurally load-bearing manner all around.

The central transparent area consists of double insulating glazing 5.2m high and 2.45m wide with flat panels on the inside and corrugated panels on the outside. The wave-shaped outer panels of slumped glass consist of four wavy arches of different lengths and radii. For the glass structures of the panels, the following two structures were distinguished:

Unitised façade transparent glazing:

- VSG (laminated safety glass) made of 2 × 6mm float glass (hot-bent) with polished edge / 1,52mm PVB
- cavity variable depth with min. 18mm / 90% argon
- VSG (laminated safety glass) made of 2 × 8mm heat-strengthened glass / 1,52mm PVB

Unitised façade edge glazing with „shadow box“:

- VSG (laminated safety glass) made of 2 × 6 mm float glass (hot-bent) with polished edge / 1,52mm PVB
- cavity variable depth with min. 18mm / 90% argon
- 8mm fully tempered glass

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seele group

The seele group, with headquarters in Gersthofen in Bavaria, Germany, is one of the world's top companies specialising in the design and construction of façades and complex building envelopes made of glass, steel, aluminium, membranes, and other high-tech materials.

Based on a profound understanding of design and materials, seele provides everything necessary for ambitious one-off designs true to the original ideas of engineers and architects. The seele group offers its building sector and industrial customers a complete package of services ranging from R&D, individual consulting and joint conceptual design right up to the planning, detailed design, and construction of their projects. seele's own production plants for technologically challenging designs and the group's own installation crews on site provide a guarantee of the very highest quality "made by seele".

The 1,000 employees of the seele group worldwide together generate an annual turnover of about €250 million.

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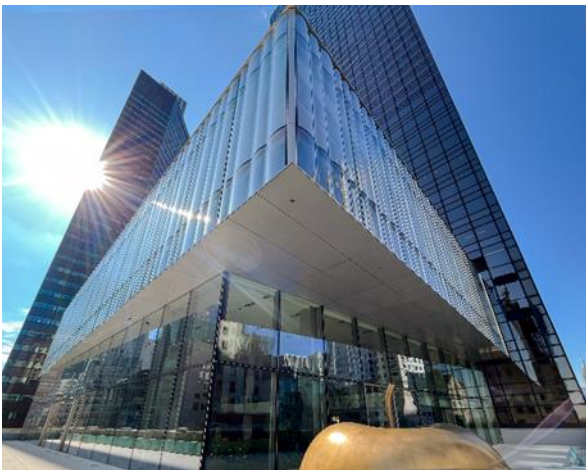
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visual material



A special suction cup device with more than 100 suction cups was used to install the wavy glass elements in New York. © seele



While a mullion and transom façade system was chosen for the 8th and 9th floor due to the good accessibility on the roof terrace, an unitised façade was used for the wavy façade section above.© seele

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View of the installed wavy façade. © seele



For the newly designed flagship store of Tiffany & Co., which is now known as “The Landmark”, seele realised the extension on levels 8 to 10. © seele