



Aesop University Place

Project Profile

filzfelt •



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Specifier	Tacklebox Architecture
Location	New York NY
Product	3mm Wool Design Felt
Felt Color	200 Natur
Photographer	Juliana Sohn

Australian retailer, Aesop, named after the famous Greek fabulist, wanted their North American launch to be subtle yet strong, much like their line of apothecary-inspired products. For their retail location in Greenwich Village, Tacklebox Architecture referenced concrete, oak and industrial felt in its design, inspired by the work of German artist Joseph Beuys. Felt was a recurring material for Beuys, who utilized many of its inherent properties (such as insulation) as symbolism within his works.

The retail store features 3mm Design Felt in 175 Graphit and allows it to wrap the entire space. A floating wooden shelving system is mounted through the felt, creating strong horizontal elements that tie in with the custom ceiling. The felt does triple duty as it adds texture, absorbs sound in the otherwise hard-surfaced space, and is subtle nod to the felt-like stacked newspaper surface of the walls at Aesop Elizabeth Street.

