

# Innovative art and engaging architecture

*New York City's Longchamp boutique uses Eastman Spectar™ copolyester for a one-of-a-kind shopping experience.*

## Form and function challenge convention and wow shoppers

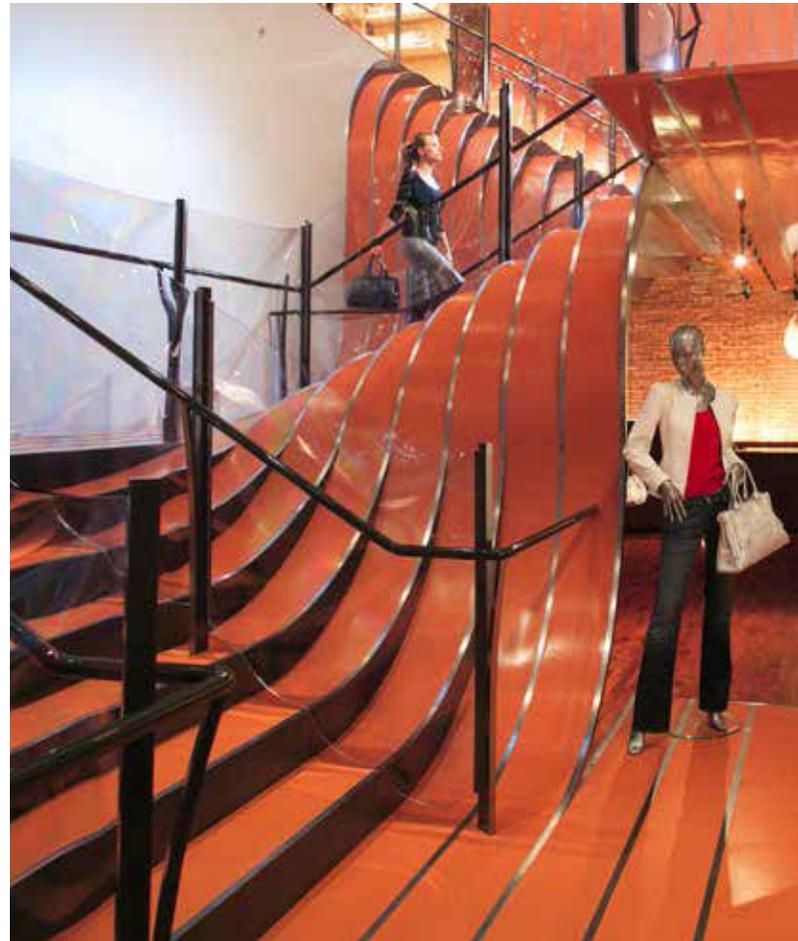
When French luxury handbag manufacturer Longchamp opened its boutique in New York City's trendy SoHo district, they were looking for a New York landmark.

To create this one-of-a-kind sensation, Longchamp turned to Eastman Spectar™ copolyester and renowned designer, Thomas Heatherwick of Heatherwick Studio, for a state-of-the-art "stair landscape" that entices customers onto the second-floor of the boutique.

## Materials that enable design

The 44 panels, made from Eastman Spectar™ copolyester, line the three levels of the landscape. No two are alike, ensuring a different look each step of the way. To avoid the flat static appearance of glass, Heatherwick considered two materials—polycarbonate and Eastman Spectar™ copolyester. They opted for Spectar over polycarbonate to achieve what Architectural Record calls "sensuously curving balustrades" that serve as "an animated transparent border, reflecting light in idiosyncratic ways." Unlike polycarbonate, Spectar stretches when heated to 180°C and has excellent thermoforming flexibility. This gives the balustrades the fluid drape and stretch to create the unique panels, which have become the focal point of the staircase.

"Art and architecture are not meant to live in isolation," explains Heatherwick. "The Longchamp store is a merger of these forms of visual expression made to coincide within a retail context."



*Eastman Spectar™ copolyester offered the formability, durability, and reflectivity Heatherwick's vision required for the balustrades.*

**For more information on Eastman Spectar™ copolyester, visit [www.eastman.com/spectar](http://www.eastman.com/spectar).**



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