



studioBIG designs space for Upper East Chemists

September 17, 2019 - Front Section

Manhattan, NY Upper East Chemists, a family-owned drug store and neighborhood purveyor of natural health products, has opened at 1401 3rd Ave. at 80th St. The boutique pharmacy, designed by New York designers studioBIG, represents a new concept for the owners, tailored specifically for its established Upper East Side neighborhood.

Project team:

Interior, Brand, and Signage Design: Leah Plevrites, studioBIG

Contractor: Tony Tenecela, Team Metro Construction

Millwork: Rainiero Montes De Oca, United Store Fixtures

Photographer: Harriet Andronikides

The elegant yet hip design of the store's interiors, branding, and custom signage helps convey the shop's intent to deliver personalized, one-on-one service and the highest quality products to its customers. Each element of the interior design adds to the sophisticated character of the store while making it easy for customers to both locate the products or service they seek and to make new discoveries of the store's selection of artisanal goods.

The design uses a zoned approach to organize the space and the products within it. A central white zone leads customers from the entrance to the pharmacy counter past a simple, fully white central gondola shelving housing popular over the counter products. Oak millwork anchors the white zone on either side, and backdrops of regal purple accent walls create visual depth.

The wood details that encircle the entrance and side shelving areas feature a continuous transition from oak on the ceiling and walls to wood-look porcelain floor tile. Open black shelving further plays with a contrast between light and heavy. Custom-designed black plexiglass signage with white lettering highlights notable product brands.

The cloud-like globe lighting fixtures by Hudson Valley Lighting were chosen for their volume and transparency; they provide presence without blocking views through the store. The glass storefront allows the store's branding, including back-lit logo signage mounted on the wood wall, to be visible from the exterior. The interior branding coordinates with custom-designed business cards, also designed by studioBIG.

Sources:

Floor Tile: Porcelanosa

Globe Lighting: Hudson Valley Lighting

Track Lighting: Elegant Lighting

Signage Laminate: Formica (Cassis high gloss purple)

Paint: Sherwin-Williams (Baroness purple).

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