



## **DIA/WRKS completes design on 2,000 s/f Madame Paulette's store**

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DIA/WRKS, a young architectural design studio based in Flatiron, is completing its punchlist for Madame Paulette's new flagship store at Manhattan House, 200 East 66th St. The team, led by partners Arsha Cazazian and Ryan Connolly, were awarded the assignment of designing a new space and meeting the client's approval within 30 days.

"The assignment seemed intimidating, initially, because of the time constraints and fast turnaround for a very discerning client," said Cazazian. "But the principals at Madame Paulette are so knowledgeable about their image and what they represent, that our task was made clear from the beginning."

Among the distinctive elements in the design of the 2,000 s/f space, are custom-made bronze tiles, baroque furniture, one-of-a-kind images of fashion icons and a 22-foot concierge counter. With the grand interiors nearly complete, DIA/WRKS will begin shortly to revamp the store's facade, which may include displays of such world-renowned designers as Roberto Cavalli and Vera Wang.

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