

# LEICA

## Los Angeles, CA

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### Size

8,000 square feet

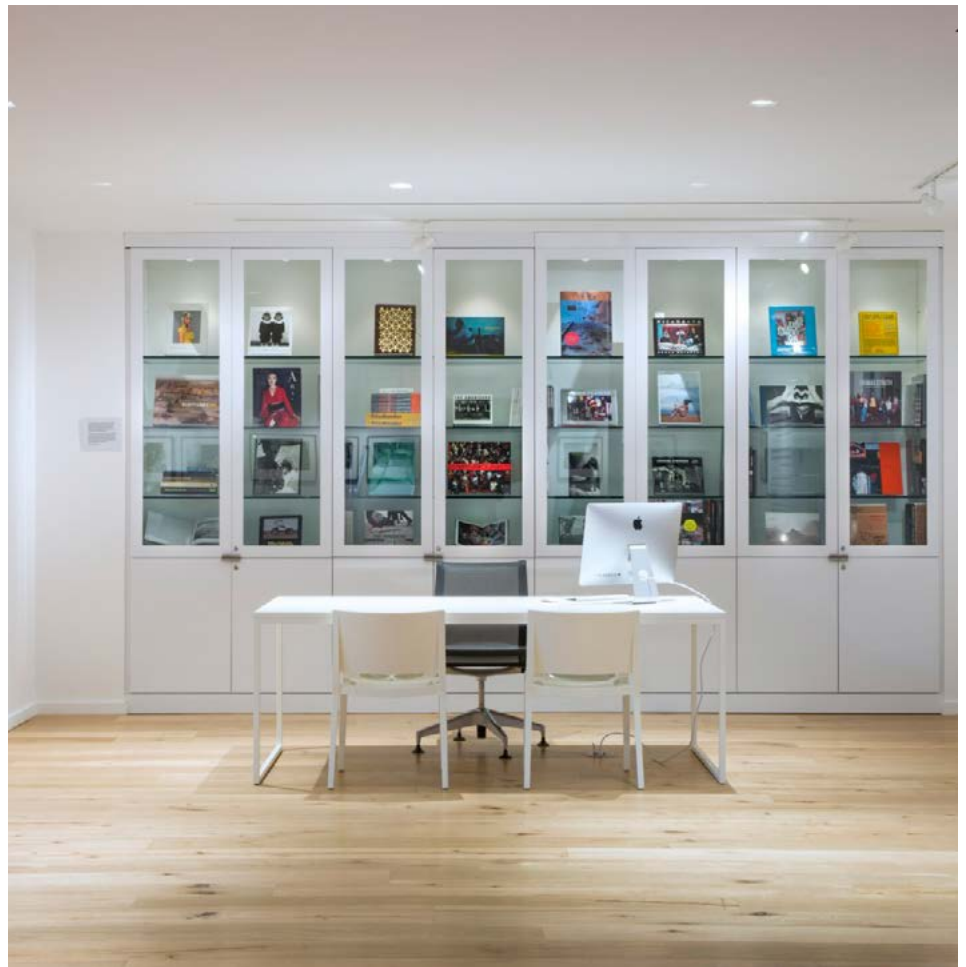
### Project Highlights

Design-build of global flagship store; Exterior courtyard overlooking Beverly Boulevard used for event space; Glowing central staircase; Retail amenities: showroom, gallery space, library, video presentation room, and VIP room

### Services Provided

Full service interior design and architecture

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Leica is a world renowned camera manufacturer credited with inventing the 35mm camera, as well as perfecting the digital cameras of today. This facility is not only its west coast flagship store, but also its global. The space includes a retail showroom, gallery space, library, video presentation room, back of house supporting spaces, and a lounge/ event space. The objective of this project was to create an iconic space in West Hollywood that would reflect Leica, its products, and a design of timeless relevance.

Working closely with the consultant team, the custom-designed glowing central staircase, along with the oversized stainless steel camera sculpture, was designed to be seen from Beverly Boulevard to lure patrons in from the street. Additionally, there was a desire to use the staircase to entice people to use and experience the entire space, which includes the art gallery and terrace on the second floor.

This client was particularly interested in comfortably focused lighting that could be controlled. The lights were all LED color corrected bulbs with dimmable ballast so that the most costly expenses were greatly reduced.