



BUCHERER Flagship Store Zurich



The Bucherer store is among one of the "Individuals" on the eastern-side of Bahnhofstrasse. Its peculiarity in bright natural stone is important continuation to the character of the area. Securing the existing – a conversion – raises the question of permanence and generally about timelessness, innovation and perfection – core principles of Bucherer. We carry the marble into the future, as well as the flat relief of the façade, the volume, the supporting structure and its order – a flagship store designed for Bahnhofstrasse.

Bucherer Flagship Store, Bahnhofstrasse 50 Zurich  
 Conversion  
 Bucherer Immobilien AG  
 Competition 1st Prize 2015, completion 2019

Office Haratori, Zurich; Mercè Portell (project manager), Zeno Vogel with Office Winhov, Amsterdam; Jan Peter Wingender, Uri Gilad  
 Collaborators: Nahoko Hara, Jürg Spaar, Ana Menino-Silva (competition / project); Soledad Pertinez, Annina Guthertz, Elena Pasini, Yliza Fejza, Aya Yamagata, Marie Séon (project / execution)

BlessHess, civil engineers, Lucerne  
 ap3, façade engineers, Zurich

Stonemason: Graniti Maurino, Biasca  
 Bronze foundry: Kunstgiesserei, St.Gallen

Photography: Georg Aerni, Zurich / Office Haratori

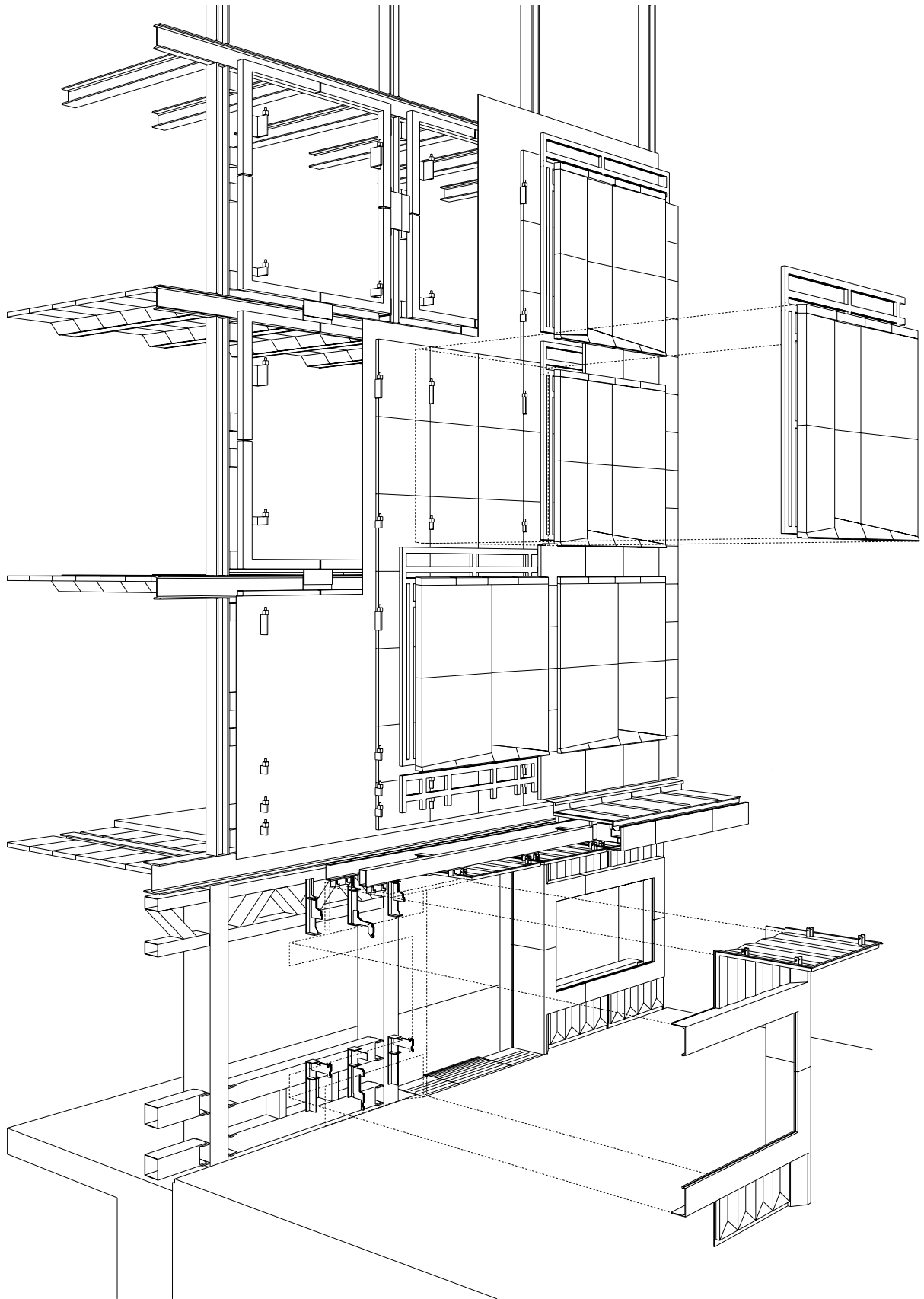








Presently, the most important form of luxury lies in time – for which the clock symbolises. Time goes hand in hand with concentration, achievement and satisfaction in perfection. Materiality stands for those qualities when we convert this from watchmaking to architecture: in its expression, craft and tectonics. Materiality can transport luxury and give shape to corporate culture. The marble from the Maggia valley is precisely crafted and redefined into jewellery-like elements.





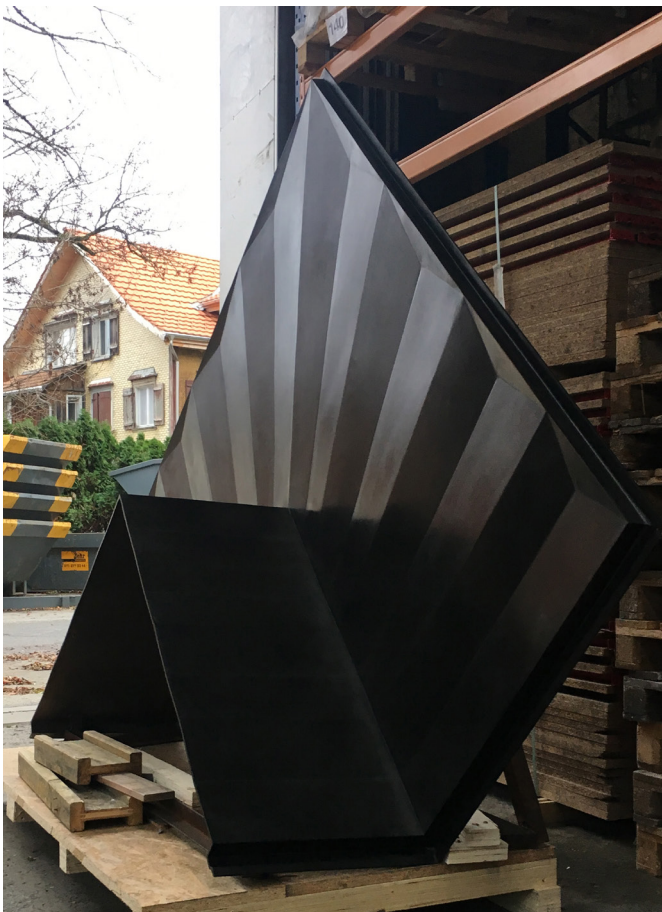


The narrowness of the urban context makes daylight even more meaningful. The façade becomes, like a sundial, an image of the daytime and the seasons. The marble relief is – In Praise of Shadows – sometimes flat and soft, then sharp and ordered – architecture is the masterly, correct and magnificent interplay of surfaces brought together in light (after LC).

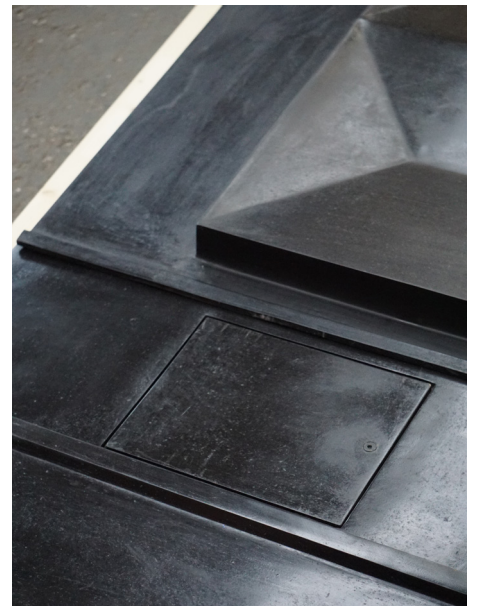








polished vacuum sand casted bronze, copper and silver nitrate patinated, waxed



The plinths nobility through the use of the ancient metal bronze appears not only in the precise and crafted work of the St.Gallen caster and founder but also its delicate surface in response to the white-crystalline stone.









polished furan sand casted bronze, waxed







raw wax casted bronze, copper and silver nitrate patinated, waxed



In the form of sand and pebbles, marble is the basic material for the concrete of the five-storey marble-concrete staircase. By drove chiselling, bush hammering, grinding and polishing the concrete, something of the inner beauty of the staircase was revealed - similar to the quarry in the mountain. On the ground floor, a bronze wall leads into the staircase, wound and solidified in the casting, thin (4mm) and manufactured in a wax casting technique.