

THE GREEN DEPOT

Bowery, New York



The Green Depot, located in a landmark 1885 building on NYC's rebounding Bowery is a "first" in several ways. It is the first of a nation-wide roll out by The Green Depot and the first LEED Platinum-certified retail space in NYC. Sarah Beatty, founder of The Green Depot, opened her first store in Brooklyn in 2005, but for this 6000 sq. ft. prototype she called upon Mapos, a NY based full architectural and design service headed by Colin Brice and Caleb Mulvena. The objective was to design a store that would not only be compatible with the venerable setting, but help explain and promote the use of the numerous green home supplies.

Mapos's designers restored the Queen Anne-style façade to its original glory, but they created a "dynamic, branded and modern interior," reported Mike Albo in *The New York Times*. "The smart green filter graphics and well-organized displays made the store feel like a child-friendly interactive wing of the







Museum of Natural History—in a good way. The whole place seems playful and educational and gave me that goofy I'm learning' feeling."

Mapos' team developed the palette of materials that would reflect the look of Green Depot by searching and selecting from the retailer's extensive selection of sustainable materials. The result shows that green can be new, fresh, colorful, warm and modern. In a way, inspired by artists that have in the past inhabited the space—a former YMCA building—the store is divided into a series of building slices to reveal the inner workings of sustainable architecture. Custom-designed sliding dividers and partitions are used to departmentalize the space. These dividers are made up of locally salvaged windows and window frames—selected and arranged by

Mapos. A locally fabricated, custom-designed "cloud" lamp shade that references the Green Depot's logo draws passers-by into the store. The antique brick walls and rehabbed wood floors are not only sustainable but they add to the inviting, friendly ambiance of the store.

A highly flexible fixturing system that combines recycled and repurposed fixtures from old and long-gone stores are refinished using low VOC paints and adhesives and recycled materials. The design of the bamboo and recycled glass design desk and the point-of-sales fixtures were inspired by the work of the Belgian artist Jan De Cock just as the previously mentioned "building slices" were inspired by Gordon Matta-Clark's work. A big attraction and draw up front is the wooden cleaning bar station that combines reclaimed bar fixtures with custom tap handles. This







area is an open invitation to the environmentally aware to refill their empty cleaning product bottles with Green Depot's proprietary cleaning liquids. Among the numerous unique areas and features that not only "show to sell" but "show to know" is the iconic paint wall—a color filled expanse of sample colors of Green Depot's low VOC paints, and the interactive light booth, where shoppers can compare the light output of various types of energy-efficient light bulbs. The store's own environmental lighting plan incorporates the latest in high-output fluorescent lighting, LED task lighting and CFL (compact fluorescent lighting) technology.

The resulting space, according to the designers, is "a hybrid of retail store and interactive educational center designed to empower the customer to make informed choices on sustainable building and lifestyle products."



Architecture + Design / Mapos, LLC, New York—Cotin Brice; Caleb Mulvena
Photography / Dave Pinter