

A wine boutique with a natural palette

Location: New York, New York

Area: 5,100 sf

Budget: \$1,300,000

Completed: 2006

When Union Square Wines opted to trade its patina'd space for larger, more modern quarters a few blocks away, the challenge was to design an intriguing space that would inspire customers to purchase, learn about, and enjoy wine—warm, welcoming, and sophisticated. Fradkin & McAlpin delivered on a lightning schedule, complete with a state-of-the-art Enomatic tasting system. A steel, glass, and wood palette with reclaimed wood flooring and a Nakashima-inspired cash wrap underscores the hand-crafted nature of the wines.

Key details

- > Turned a temperature-controlled wine room into a sidewalk display window to draw in passers-by
- > Conceptualized an urbane and convivial event space, part of which does double duty as an office
- > Enclosed the event space with glass to connect it visually to the store and draw shoppers in
- > Designed lighting to show off the wines, add drama, and create a sense of calm

