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SET AGAINST A NEW YORK STREET BACKDROP, THE MINIATURE HOUSE CONTAINED TINY VERSIONS OF CK PRODUCTS.

Madison Avenue (Doll) House

BY JOSHUA PRINCE-RAMUS



Doll's houses seem to fascinate fashion designers. Reminiscent of the enormous doll's-house installation featured at The House of Viktor & Rolf retrospective is a miniature futuristic dwelling for the holiday window display at Calvin Klein's Madison Avenue flagship store. 'By treating a New York street like landscape — and Calvin Klein's storefront like a New York street — we created a detached single-family (doll)house in Manhattan for the Calvin Klein woman,' says architect Joshua Prince-Ramus. The installation embraces urban living and the need for space, reflecting the minimalistic approach of John Pawson, who designed the store in 2002. Made up of four floors, the doll's house interior displays miniature replicas of furniture from the company's new home line, clothing and accessories. The 500 kg structure, complete with landscaped roof, was made from steel, acrylic sheet, and spandex. So why a doll's house? 'Undeniably frivolous, the Madison Avenue (Doll)House still suggests a kernel of an idea for accommodating growth in existing population centres,' says Prince-Ramus.

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PHOTOS courtesy of Calvin Klein