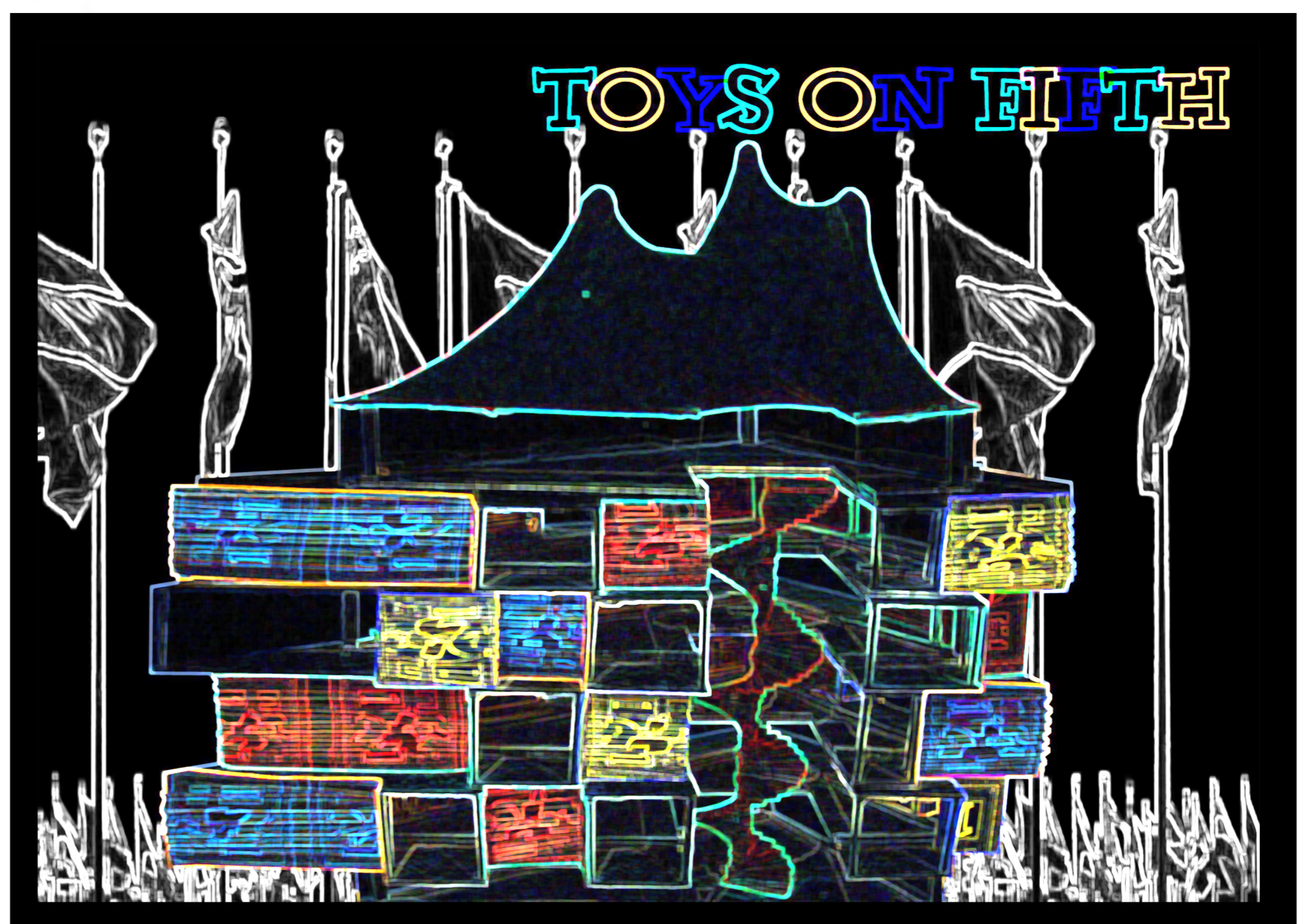


AXONOMETRIC 1:200



'Toys on Fifth' is not only a toy shop but also a place where children can escape from their bustling lifestyle in New York – a city where children can be thrust into adulthood at such an early age. A recent article entitled 'Are Our Girls Growing Up Too Fast?' refers to this phenomenon – 'news breaks that a beautician has turned away a woman who has brought in her nine-year-old to get her legs waxed...(while) Primark buckles to pressure from outraged parent groups and removed padded bikini tops for girls as young as seven from their shelves'.

The form of the toy shop is loosely based on an abstracted section through a dolls house. All the circulation routes are evident through a glass face (e.g. the spiral staircase) and there are various pods/rooms for individual products. As well as the architecture highlighting the function of the building it also allows extensive views through the glass pods (especially on the south face in which one can see sprawling views across Venice). Cladding the building in colourful Monopoly money is effective in attracting children to the shop increasing expenditure. At night, lights are illuminated behind the Monopoly money creating a warm glow, to ensure the building maintains its aesthetic appeal during all times of the day. Ceilings are triple storey height making the shop feel spacious and giving the building height so it is not lost in New York's sea of skyscrapers. There is a café and playground located on the roof top where parents can relax and have a coffee or meal while children play in the playground. The roof top level is protected by a shade cloth which has been manipulated so that it resembles the form of a circus tent.