

NEIMAN MARCUS AT THE NATICK MALL

*Natick, Massachusetts*

*Client: Neiman Marcus*



AWARDS

PRIVATE PROJECT OF THE YEAR  
CONSTRUCTION MANAGEMENT  
ASSOCIATION OF AMERICA –  
NEW ENGLAND CHAPTER, 2008

RETAIL STORE OF THE YEAR  
CHAIN STORE AGE MAGAZINE, 2007

The Neiman Marcus specialty store in Natick is the most unusual and unique store for a company whose corporate policy prescribes that each store be tailored to its business location. Furthermore, Neiman Marcus requires that the architecture respond to its primarily female customer base.

Elkus Manfredi Architects designed the undulating patterned stainless steel exterior of the store to evoke a sophisticated silk dress or scarf from the Neiman Marcus couture line billowing in the coastal breezes of New England. The surrounding landscape recalls the sea grass of tidal marshes, the traditional stone walls, and birch forests of the region.

Neiman Marcus anchors the Natick Mall expansion. The majority of the frontage is along Speen Street, which is a major vehicular link from downtown Natick to Interstate 90. The form and scale is driven by its location. The form creates large billows for the entry and signage, and then condenses the folds along Speen Street to create a dramatic image. The signature metal treatment continues atop a two-story entrance within the adjacent mall, connected by a glass bridge and featuring a two-story showcase treatment.

To create the image of the fabric, Elkus Manfredi explored not only the form but the color, texture, and pattern of the façade. The colors of the metal are timeless — bronze, champagne, and silver. The pattern follows the form and enhances moments within the building, such as the entry and signage.



