

Aston Martin's Q New York Flagship

by Anna Zappia

British car manufacturer Aston Martin has unveiled its first ultra-luxury flagship, Q New York. The space, located at 450 Park Avenue, blends modern technology with British craftsmanship, building on the company's commitment to craft and the growing trend of personalization.

As spy extraordinaire James Bond's automobile of choice (the Q moniker is a nod to 007's trusted quartermaster), the Aston Martin is a symbol of status and sophistication. Now, clients can create their own versions of the motorcar, choosing from a range of colors, wood, metal, and upholstery.

Alexander Zilberman, founder and principal of AZA, and lead designer on the project, explained that every aspect of the showroom captured the essence of not only the cars, but the 110-year history of Aston Martin. "Architecture is very much about the visual and tactile senses," he noted. "And it is reflective of the brand's values and legacy, as well as their aesthetic."

Situated on one of Manhattan's iconic streets, the guest journey begins at a giant window dubbed the Champagne Frame. Created with one of the largest single panes of glass ever installed into a New York building, the outside comes in, setting the tone as one steps over the threshold. "It started with opening the building up and connecting it to the street, because that is a car's natural environment. And it adds to the overall experience," Zilberman said.

Yet it wasn't easy to achieve the seamless balance between interior, exterior, and scale. A specialist in retail design, Zilberman utilized strategies to keep the focus on the product, in this case, vehicles that don't fit within a typical horizontal display. "It was a challenge because the building is very powerful and vertical, and so your attention automatically goes upward. We didn't want to go against the grain, but it had to feel cohesive."

A 2,100-bulb chandelier, which spans 131 feet, illuminates the showroom, and Zilberman noted that the LED bulbs can be programmed for various sequencing and movement, even potentially tied to video content. A striking piece reminiscent of a sculptural installation, it also serves to highlight the cars on view. "We can create a mood with the lighting, and it is also the start of the relationship to the



The entrance to Aston Martin's Q New York flagship showroom in Manhattan. Photos courtesy of Aston Martin

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interior,” he said. “These globes almost want to touch the tops of the cars, so it is about contracting and expanding. It is a trick that draws the eye.”

An array of cutting-edge technology allows clients to easily customize their automobile, with such a realistic presentation that an individual feels as though they could take to the open road. An LED wall provides an ultra-high definition, 360-degree view of any Aston Martin in real-life size, while innovative Near-Field Communication (NFC) allows clients to combine the sensorial touch and feel of physical color and trim samples with configuration on screen. A live video link from the showroom to Aston Martin’s studio in the United Kingdom also enables real-time communication with the brand’s designers and the Q by Aston Martin team. This level of service offers the most bespoke commissioning

experience available stateside.

Even though Zilberman had to account for equipment, he said the interior is not just an ultra-sleek mod-

ern box for fast cars. “The company brought in not only the most advanced hardware, but also software necessary for the configurator. It is all completely



A stunning chandelier with 2,100 bulbs illuminates the showroom.



A fireplace and European walnut bring warmth and sophistication to the new showroom.

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Clients can customize their car and view samples at the spec wall, reminiscent of an English library.

custom made for this location. There's nothing like it in the world, but with all this talk about technology, we are not in a spaceship. We are in a refined, intimate space that has a human touch."

Indeed, the elements call to mind a drawing room in the manor, rather than a sales floor. A working fireplace, European walnut, and parquet flooring add warmth, and tell the Aston Martin story, which is rooted in English tradition. "We captured the brand feeling, and there's some of that formality, and yet it is still cozy. There's a sample wall with a library ladder. There's a spec table, but with a marble top it is more like a dining table," Zilberman said.

He added that the quality of the materials and the elevated design of the showroom echoes the facets that set Aston Martin apart from cars. "The

stitching or the leather, a shape or a particular pattern—the sum of all those details are what we recognize as

luxury. And that's how we approached the space. It represents the distinct elegance that is Aston Martin." ■



The showroom blends British craftsmanship and modern technology. An LED wall provides an ultra-high definition, 360-degree view of any Aston Martin.