

Introspective Consumption

Lion Brand Yarn Studio

Location_ 34 West 15th Street, New York, US

Date_ November 2008

Design_ David Gauld Architect

Size_ 158sqm

Website_ www.lionbrandyarnstudio.com

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Designed as a centre for inspiration, education and service for knit and crochet enthusiasts, the Lion Brand Yarn studio is the first retail venture for the 130-year old yarn company. The hands-on store gives customers a chance to test-drive selected yarns from a sampling wall, enjoy free demonstrations and join in a broad range of classes and special events centred around knitting and crocheting. Craft enthusiasts are assisted by knowledgeable staff who provide technical assistance with patterns and match the right yarn to an individual's taste, budget, skill level and style. In addition to these services, the space showcases and promotes the entire range of the brand's products.



Photography by Paul Johnson

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The studio is defined by a curved wall that guides visitors through a class table, lounge, product displays, a yarn sampling wall where customers can pull off swatches to try out, and a learning bar where studio staff offer personalised assistance with knit and crochet projects and provide demonstrations on yarn crafting techniques. On-site computers provide access to almost 2,000 free patterns on the Lion Brand website. Customers are encouraged to upload pictures of personal projects, share stories and tips, listen to an audio podcast on creativity and sign up for activities such as knit and crochet-alongs via the Lion Brand Notebook blog.

