



## Goop - 25 Bond Street

Goop is a lifestyle brand created by actress Gwyneth Paltrow in 2008. The company was started as a newsletter that gave its readers insight into the actress' lifestyle. With design services provided by EP Engineering and Smith & Architects, Goop just opened a new retail location in NoHo which offers beauty, style, and wellness products. The store itself is as beautiful and stylish as the products it offers. EP Engineering coordinated the MEP systems with the project's architect to insure a seamless and aesthetically pleasing retail experience..

### Challenges:

- Provide adequate sprinkler coverage for multi-level ceiling, including complex soffits and curtained areas.
- Lay out emergency light fixtures without affecting the space's aesthetic.

### Achievements:

- Attended site meetings with the project's architect to study architectural elevations and provide adequate sprinkler coverage.
- Specified concealed emergency light fixtures that blend imperceptibly into the ceiling.

### Location:

25 Bond Street  
New York, NY 10012

### Building Size:

1,500 SF

