



a CAPITAL success

Apple, Regent Street Flagship Store

Prepared by Apex Lift & Escalator Engineers Limited

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Project Overview

Client: Apple & Gensler Architects

Apex Lifts were selected by Apple and Gensler Architects to install a glass hydraulic lift in their flagship store on Regents Street due to our bespoke manufacturing and specialist project capabilities.

The project specification outlined the requirement for the lift installation to compliment the existing aesthetics of the Apple store, with particular reference to the glass interior and staircase. Apex undertook extensive design briefings with the client, to ensure that no traditional or structural moving lift components were to be visible from the first floor.

The lift installation is a focus point of the store and a fine example of minimalist design. Referred to as 'Apple's Great Glass Elevator', its conception was inspired from the glass lift at Apple's store in Fifth Avenue, New York.

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Scope of Works

- > Design and manufacture of bespoke equipment adhering to the minimalist specification by excluding traditional shaft equipment including; a tape head, limit switches and car top control.
- > Installation ensured no equipment was visible from within the glass lift shaft. 600mm long stainless steel solid block guide shoes were fitted with 'self lubricating' liners to allow the lift to glide effortlessly through the glazed shaft.
- > Enclosed lift shaft within a solid masonry shaft with a 'full width' glazed front casing including fully glazed doors.
- > Maintaining compliance to European lift regulations EN81 with a removable car top control unit allowing Apex's field engineers to plug the unit into the socket when working on the lift car.



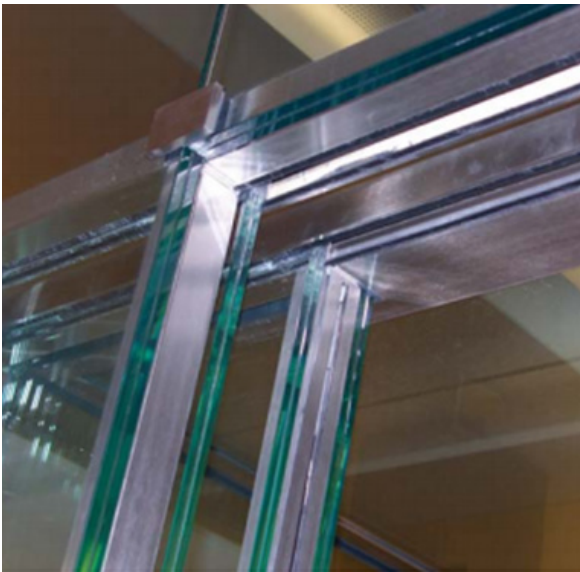
Apple Flagship Store on London's Regent Street



Lift car inside solid glazed masonry shaft



Fully glazed glass landing doors and car doors



Fully glazed centre opening lift doors



Minimalist design lift interior



Control Operating Panel (COP)



Bespoke minimalist steel work

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