

Diesel, New York
Architect: Daniele Minestrini

Diesel Headquarters
220-230 West 19th Street
Manhattan
New York

Completion date: 2007
Products:
open mind,
relations teamtable



Open space offices with bench workstations. In the configuration shown here, **teamtable** was used (top). Architect Daniele Minestrini (right) explains his architectural concept for restructuring and the interior.

The fashion brand Diesel set up its headquarters for the United States in a twelve-storey building from the 1920s in Manhattan. After renovation of the building, which used to accommodate a billiard club among other things, all Diesel's American business is transacted under a single roof. The Italian architect Daniele Minestrini planned numerous office areas and a showroom in which fashion, jewelry, watches and wines from the client's own "Diesel farm" are presented. Sometime in the future, public areas with restaurants, an exhibition area and a new billiard club may be added.



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