

San Francisco Gets Flagship Apple Store

Written by Marco Attard
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Retail senior VP Angela Ahrendts presents a new flagship Apple Store in Union Square, San Francisco-- one replete with new features, such as impressive 13 x 12m sliding glass doors and an open "Forum" area.



"Fifteen years ago today Apple opened its first two stores and we're thrilled to mark the occasion with the opening of Apple Union Square in San Francisco," Ahrendts says. "We are not just evolving our store design, but its purpose and greater role in the community as we educate and entertain visitors and serve our network of local entrepreneurs."

Co-designed by Ahrendts and design boss Jony Ive, the store is 100% renewable energy powered and connects San Francisco's Union Square to an "art-filled plaza" complete with seating, public wifi, a giant 6K video wall highlighting store events and products, and occasional music concerts.

The Plaza will find use for community events, and features sculptures by Ruth Asaw and Laura Kimpton.

Other interesting features include the morphing of the Genius Bar into a Genius Grove (since the geniuses work in under a tree canopy), a boardroom for meetings with small business and enterprise customers, and "Apple Creative Pros," staff members charged with helping customers with questions related to music, photography, videos and art.

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"We have a deep commitment to the cities we work in, and are aware of the importance that architecture plays in the community," Ive remarks. "It all starts with the storefront-- taking transparency to a whole new level-- where the building blends the inside and the outside, breaking down barriers and making it more egalitarian and accessible."

Go [Apple Union Square Highlights New Design Elements, Community Programs](#)