

## Apple Revamps NYC Glass Cube

Written by Marco Attard  
11. November 2011

---

Apple finishes work on the flagship 5th Avenue, New York store-- removing the wooden shell surrounding the building to reveal a tweaked version of the iconic Steve Jobs-designed ground level glass cube.



Jobs wasn't happy with amount of glass panes within the original 9.8m x 9.8m cube, ordering the company to rebuild it at an estimated cost of \$6.6 million.

The original design consists of 90 panes of light blue-tinted glass, with metal joints holding everything together-- the new design uses only 15 "larger, seamless pieces of glass." It is also less blue, too.

Usually open 24/7, the store closed for an evening on November 3rd, before reopening to much cheering from blue-clad "genius" employees on the 4th. The interior remains unchanged, with a staircase taking customers down to the main floor, where in their house the Apple products wait dreaming.

Go [Apple Store, 5th Avenue](#)