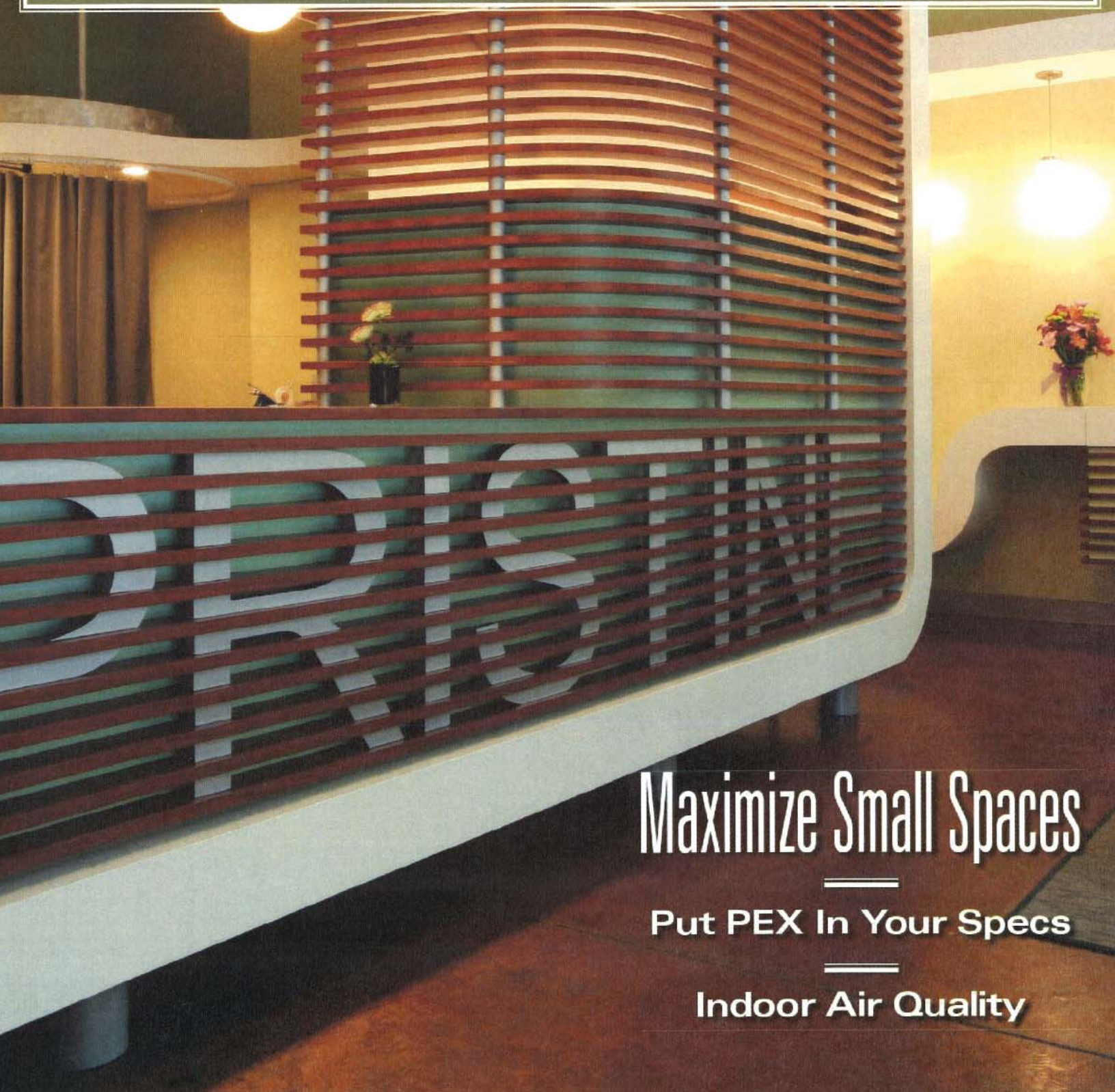


NOV/DEC 2012 VOL. 10 NO. 9

Commercial BUILDING PRODUCTS

SERVING ARCHITECTS, CONTRACTORS, AND OWNERS IN COMMERCIAL CONSTRUCTION



Maximize Small Spaces

Put PEX In Your Specs

Indoor Air Quality

Maximize Small Office, Retail Spaces

Here are examples of how leading architects are making the most of limited spaces in the office and retail environments.

Chris Sullivan, C.C. Sullivan Strategic Communications

Doing more with less is a theme for our time. In fact, it's the trend driving commerce, whether for retail spaces or workplace projects. The focus is on image, interior materials, and infrastructure: the three key elements for renovating office and retail buildings today. The same focus applies to smaller spaces, too, while still keeping them comfortable, attractive, and enjoyable.

Take a look at the micro-retailing trend, using tiny spaces to do more and making the most of each square foot. The trend is toward redeveloping as a way of reaching more merchant tenants or customers—or both—in more places. In the office realm, doing more with less often means tenant installations with moveable furnishings and workstations.

"The new aesthetic favors materials that wear well through the reconfigurations and moves," said Andrew Franz, principal of New York-based architecture and design firm Andrew Franz Architect PLLC. "Finishes with more texture and products with rounded edges and less hardware are more forgiving and more comfortable. They can be more economical, too."

Workplaces and storefronts are similar, according to Marlyn Zucosky, IIDA, director of interior design at Joshua Zinder Architecture + Design (JZA+D), Princeton, NJ. "They are business and productivity tools as well as a physical expression of the occupant's core mission," she noted. "They require some degree of mobility and flexibility, too. With offices, concepts such as hoteling [using desks or spaces only as needed], hot-desking [employees working from laptop computers while sharing traditional desktops with their colleagues], and collaborative work environments are nothing new, but they're getting more dynamic and have to be more durable today."

Office users and retailers are more likely to re-stack, reorganize, and relocate than ever before, Franz added. "Owners and end users are less likely to use built-in displays, storage units, or base cabinets," he explained. "Instead, we put them on wheels or make them modular so companies can grow and accommodate new merchandise lines or work processes."

Many new store interiors have modular and prefabricated displays—not just cardboard point-of-purchase stands, but architectural fixturing to allow changes to visual merchandising, customer service, product presentation, or service model.

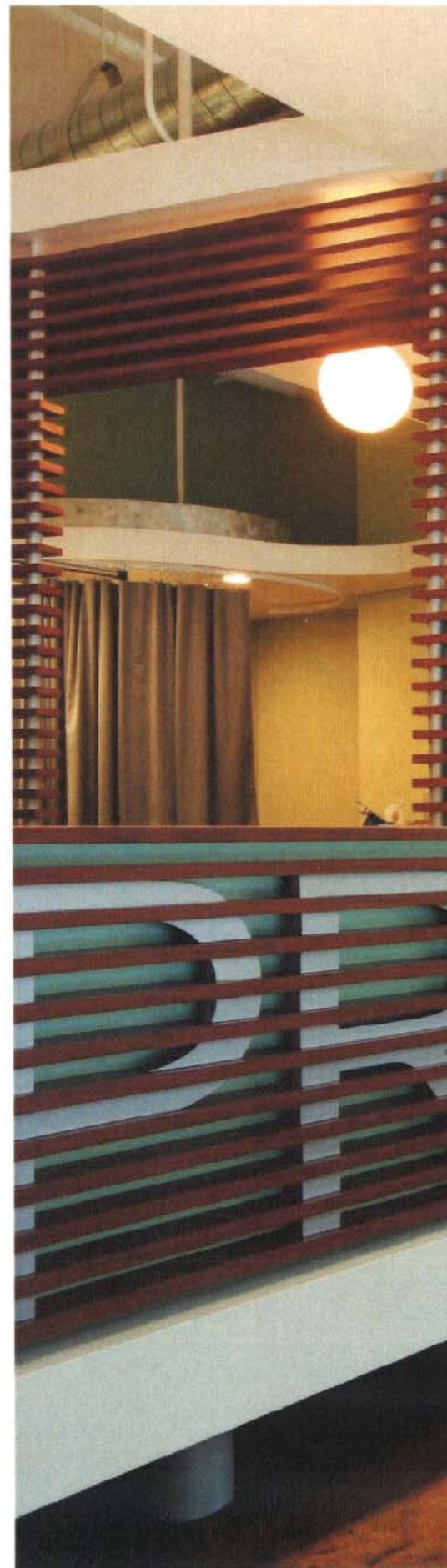
In all cases, said Jay M. Brotman, AIA, a partner at Svigals + Partners, New Haven, CT, "These ideas must be integral to the business strategy. The owner and designers should work together from the very beginning on a clearly defined visioning process, to articulate the goals and aspirations for the new facility. The visioning assists the designers in a healthy, creative, and collaborative process that reduces the likelihood of wasted efforts or unusable space."

• • • • •



Learn more from these talented architects by listening to our Commercial Conversation podcasts. Listen to Joshua Zinder talk about hospitality and restaurant design trends at: <http://commercialconversation.com/?p=60>. Jay Brotman is a leading laboratory-design expert. Hear him talk about designing these challenging facilities at: <http://commercialconversation.com/?p=224>

Photos by Mike Tauber Photography, New York.





Bold image for dry cleaner

Departing from conventional approaches is often the way office and retail renovations succeed. Princeton, NJ-based dry cleaner Pristine Concierge dispensed with the typical name as too limiting. Instead, it focused on high-touch customer service and a bold image to match its forward-looking concept.

"Our clients at Pristine wanted this small space to represent a departure from your conventional dry-cleaner experience," says JZA+D's Zinder.

The unique design inserts white, curvilinear ribbons as central organizing features of the space, at once uniting and separating each of the store's functional zones. A central pavilion structure houses customer reception and a workstation operated by one person; by necessity it was small and efficient, and it offered different levels of transparency through its wood screens to hide clothing racks from client view while also allowing views out and through the space.

On the walls, a complementary custom wall feature serves as shelving, soffit, ceiling, and branding statement, all in a single, unifying gesture. The wall ribbon houses storage areas and then merges with a curtained changing room in the rear of the store. "The final product uses a simple palette of sustainable materials in warm wood and earth tones framed within each of these white curvilinear elements, creating a new kind of dry-cleaning experience," said Zinder.

Continued, next page.



Profitable micro-retail

Some of the smallest footprints can make the biggest impact—a fact being explored in recent years by shopping centers, office buildings, mixed-use complexes, and even resort casinos. For a new gelato store at The Venetian resort hotel-casino in Las Vegas, Joshua Zinder Architecture + Design worked to maximize the visibility and power of a tiny 500-sq.-ft. storefront by pitching the ceiling up, creating a sense of forced perspective. To draw eyes, the firm's principal, Joshua Zinder, AIA, ran a bold, bright-orange ribbon element up and along the ceiling. The space is wrapped and captured with this intense graphic presence: in spite of its odd shape it is somehow regularized by the orange ribbon. "The dynamism of the ribboning adds continuity and cohesiveness," noted Zinder.

For The Venetian, the gelato shop now adds an important yet strikingly contemporary element to the interiors, which include faithful replicas of Venice's glory, such as a trompe-l'œil St. Mark's Square, as well as chic restaurants run by the likes of Mario Batali.

JOSHUA ZINDER ARCHITECTURE + DESIGN LLC
20 Nassau Street, Suite 25, Princeton New Jersey, 08542
T : 6 0 9 . 9 2 4 . 5 0 0 4 F : 6 0 9 . 9 2 4 . 5 0 0 8
www.joshuazinder.com info@joshuazinder.com