

SPACE

SPACE CASE STUDIES:
RETAIL



Donnina

RETAIL SHOP

MEXICO



PROGRAM

The retail chain Donnina, which distributes the clothing brand Moschino, decided to broaden the range of products carried in their stores. The majority of existing stores were designed with an eclectic style responding to the Moschino image. From this resolution Donnina decided to implement a new store design concept.

SPACE was hired to design a new store prototype in a minimalist aesthetic that would provide a neutral background for the diverse clothing brands sell at the stores. The prototype was built in Los Cabos and will be implemented gradually in all the stores throughout the country.

BENEFITS & GAINS

- Unified design concept
- Established design standards
- Implemented new company image

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Ermenegildo Zegna

RETAIL PLANNING AND DESIGN

NEW YORK, NEW YORK; BEVERLY HILLS, CALIFORNIA;
COSTA MESA, CALIFORNIA



PROGRAM

Ermenegildo Zegna decided to establish a men's wear flagship store on Fifth Avenue in New York, a store within a store at Barney's in New York and 2 freestanding stores, one on Rodeo Drive in Beverly Hills and the other at South Coast Plaza in Costa Mesa, California.

BENEFITS & GAINS

- Expanded selling floor and added new mezzanine
- Smoother circulation patterns throughout five floor retail space
- System of modern fixtures integrated into an older existing building
- More economical use of space with integration of technology
- Anticipated reduction in occupancy expenses of 10-30%



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Euro RSCG Tatham

OFFICE DESIGN

CHICAGO, ILLINOIS



PROGRAM

The Chicago office of Euro RSCG Tatham is a 90,000 SF facility designed to encourage interaction and teaming within this established Chicago advertising agency. The facility will occupy four floors of a newly constructed building offering unique 18' floor-to-floor heights and an industrial character.

BENEFITS & GAINS

- Large floor plates offer maximum flexibility for departmental organization.
- Industry focused "War Rooms" address unique client meeting requirements.
- Centralized "Town Square" gathering area and open interconnecting stairway to encourage agency interaction.
- Roof terrace for informal agency and client events.



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Giant Step

HEADQUARTERS
CHICAGO, ILLINOIS



PROGRAM

Giant Step Productions, a division of the Leo Burnett Advertising Agency based out of Chicago, designs web sites and interactive CD products. Located in the Leo Burnett building, Giant Step's occupancy was at capacity prompting them to relocate their facilities. In addition, Giant Step decided to establish an image for their new headquarters that was more appropriate to their operations.

Sufficient space was located in an adaptive reuse property to promote Giant Step's desire for cutting edge design, as well as accommodate anticipated growth.

BENEFITS & GAINS

- Employed progressive design concepts to facilitate headquarters as corporate image based marketing tool
- Reduced improvement costs by specifying basic construction products that were creatively enhanced and detailed
- Promoted an open work environment to improve internal team interaction and overall communications
- Minimized furniture costs by re-deploying existing systems furniture supplemented with new components as required



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Goldpfeil

RETAIL PLANNING AND DESIGN

NEW YORK, NEW YORK



PROGRAM

Situated on a prominent corner of retails' Mecca strip, Fifth Avenue, this two level space established Goldpfeil's flagship presence in the U.S. The concept for interior spatial arrangement was to divide the store into tripartite areas, responding to the column bays of the building, and three different product categories: handbags and accessories in one, luggage and golf accessories in the next, and specialty items such as portfolios and briefcases in another.

BENEFITS & GAINS

- Clean, simple architecture integrates building systems and enhances product
- Combination of lighting types creates an energy efficient and dramatic space
- New unimpeded storefront design provides maximum product exposure



Picture windows 10' x 16' create an uninterrupted view into the window displays and the lightly finished interior space. French limestone floors and countertops, juxtaposed to bleached ash store fixtures, create an airy backdrop for the colorful leather products.



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Kokuyo

HEADQUARTERS

TOKYO, JAPAN



PROGRAM

Kokuyo's project objective was to establish an image that asserted their commitment to customer service, quality and excellence. The scope of the project was to remodel the existing building lobby serving both the office tower and showroom into a reception, lounge and conferencing center.

The design approach created an understated, elegant and timeless space of arrival and repose, a gracious and comfortable space, one expressive of performance, stability and universality.



BENEFITS & GAINS

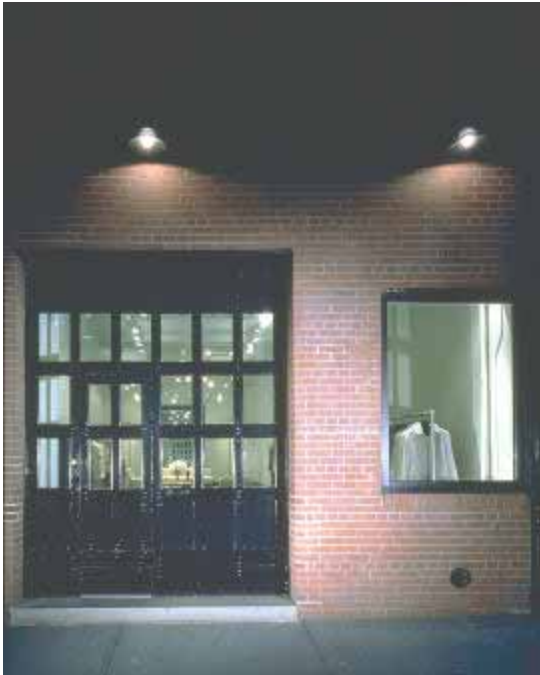
- Revitalized an awkward, useless space into one of vitality and multi-use
- Allowed a visual connection to the street to project Kokuyo's image in Tokyo
- Communicated Kokuyo's commitment to solving problems by teaming with customers in large or small gatherings

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Marc Jacobs

FLAGSHIP BOUTIQUE
NEW YORK, NEW YORK



PROGRAM

SPACE's design for Marc Jacobs' flagship boutique is the essence of simplicity. Beginning with the door façade of this former two-story brick and cast iron garage in Soho, the design maintains a subdued quality, highlighting the displayed clothes and accessories.

Inside, the 18 foot high walls, painted gallery white, are oak plank floors stained near black to match the dark wood trim of the product case. An 8' x 12' framed mahogany mirror centered on the rear interior creates a focal point for the entire space. Arranged along both side walls, cashmere suits, coats, and shirts hang on galvanized metal rolling racks. Cream-colored leather chairs and couch create a formal seating arrangement around a bleached maple display table, which seems to hover slightly above the dark floor. Lighting is provided by suspended track fixtures which, like constellations, light the displays and bounce light back onto the patterned white tin ceiling.

BENEFITS & GAINS

- Architectural details and style that complement the product
- Simple, cost effective design which can be replicated in other spaces
- Maintained tight schedule
- Effectively managed the Landmarks Preservation Commission's approvals process
- Enhanced building value while upgrading neighborhood

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Salvatore Ferragamo

US CORPORATE HEADQUARTERS RESTACK & BUILDING UPGRADE

NEW YORK, NEW YORK



PROGRAM

The SPACE team was responsible for renovating the 70,000 SF facility at 663 Fifth Avenue and providing planning and interior design services from programming through construction administration for the U.S. headquarters of Ferragamo, an international luxury goods retailer based in Italy.

After assessing future needs, SPACE formulated workplace solutions guidelines aimed at supporting new work styles and enhancing workplace performance. A restack of floors improved and rationalized working adjacencies. Facility upgrades included window replacement, lobby, elevator, and restroom upgrades to reduced operational costs over time.

BENEFITS & GAINS

- ✍ Phased construction allowed continuous occupancy throughout renovation activities
- ✍ Reduction in long term operational costs
- ✍ Improved working adjacencies
- ✍ Increased workspace flexibility

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Sears

HEADQUARTERS PLANNING AND DESIGN
HOFFMAN ESTATES, ILLINOIS

PROGRAM

Initiated by a strategic planning effort, SPACE was able to review business conditions and identify possible performance improvements directly related to planning, working adjacencies and the lack of a teamwork environment. The goal was to position the workplace as a significant tool in enabling business transformation.

Within a 36 month schedule, the 2 million SF headquarters was successfully completed. New group work strategies were developed and applied. A training/conference center was introduced for continuous use and for ongoing communication and learning. A video studio enables interactive communications among 400 sites. Office space is universally planned with the flexibility to change teams as required. Completely open, the planning supports communications, leaving behind a private, controlling culture.

BENEFITS & GAINS

- Image appropriate for low cost provider
- Open workplace to stimulate open communications
- Relocation to realign with customers
- Universal planning for maximum flexibility
- Furniture purchasing agreements for long term cost efficiency

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Starcom

HEADQUARTERS

SAN FRANCISCO, CALIFORNIA



PROGRAM

An Internet advertising subsidiary of the industry giant Leo Burnett, Starcom defined the future of e-commerce advertising. In selecting a finished loft space, the young company was seeking a variety of objectives throughout the use of image technology and design. The client's request was a fun and funky, high technology environment that would assist in recruiting young techies, "wow" their customers, and accommodate state of the art technology.

Using powered wall spines as "docking areas" for mobile furniture, the space has an open, creative feel that extends to all corners of the plan. A large presentation room with individual laptop work chairs, flexible gathering and lounge areas with flat screen technology, accommodates instant connectivity to a new emerging business community.

BENEFITS & GAINS

- Leading edge design that invokes a fun, dynamic and exciting e-commerce environment and projects a progressive image to clients and potential recruits
- Open plan lends itself to new methods of working and flexibility
- State of the art technology showcases product and image
- Integration of Leo Burnett family design elements



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Upshot

HEADQUARTERS PLANNING AND DESIGN
CHICAGO, ILLINOIS

PROGRAM

Upshot, one of the most progressive and fastest growing marketing agencies in the country, has faced more than one occupancy dilemma in less than two years. Originally Upshot's headquarters were located in a brownstone in the River North area of Chicago, however, a fire mandated they relocate. Sublease space was found and SPACE was retained to provide limited enhancements that would reflect the identity of the organization and be temporary in nature.

The ultimate dilemma came when Upshot had to relocate, on a more permanent basis, into a corporate tower in Chicago's central business district. Having successfully demonstrated that the interior environment within a corporate tower need not be a predictable solution, SPACE was again retained to design Upshot's new headquarters.

The nature of the marketing industry requires agility to quickly adjust campaigns and strategies to meet the ever changing and evolving consumer base. Using the theme of perpetual re-invention to promote the firm's culture in relation to its business, SPACE used a medley of colors, patterns and textures to create energy and excitement. While individual work areas are serene and utilitarian, activity areas are spirited and animated.

BENEFITS & GAINS

- Created a striking, non-traditional work environment in a corporate high-rise structure
- Produced an energetic space to stimulate employees working extraordinary hours
- Designed a space that would act as a tool for employee attraction and retention
- Engaged current and potential clients through the innovative design

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