

EI006.01

Project Total Square Footage:
5,000 s.f.

Cost per Square Foot:
\$80/s.f.

Construction Cost:
\$400,000

Date of Substantial Completion:
November, 2017

Location of Project:
Sarasota, Florida



This project is an interior tenant improvement for a young and fast growing tech company. In their search for a new office space to accommodate their growing staff, the CEO of the company sought a 5,000 sf space on the second floor of a mid-century commercial building to relocate their new corporate headquarters.

EI006.02

Location/Context:

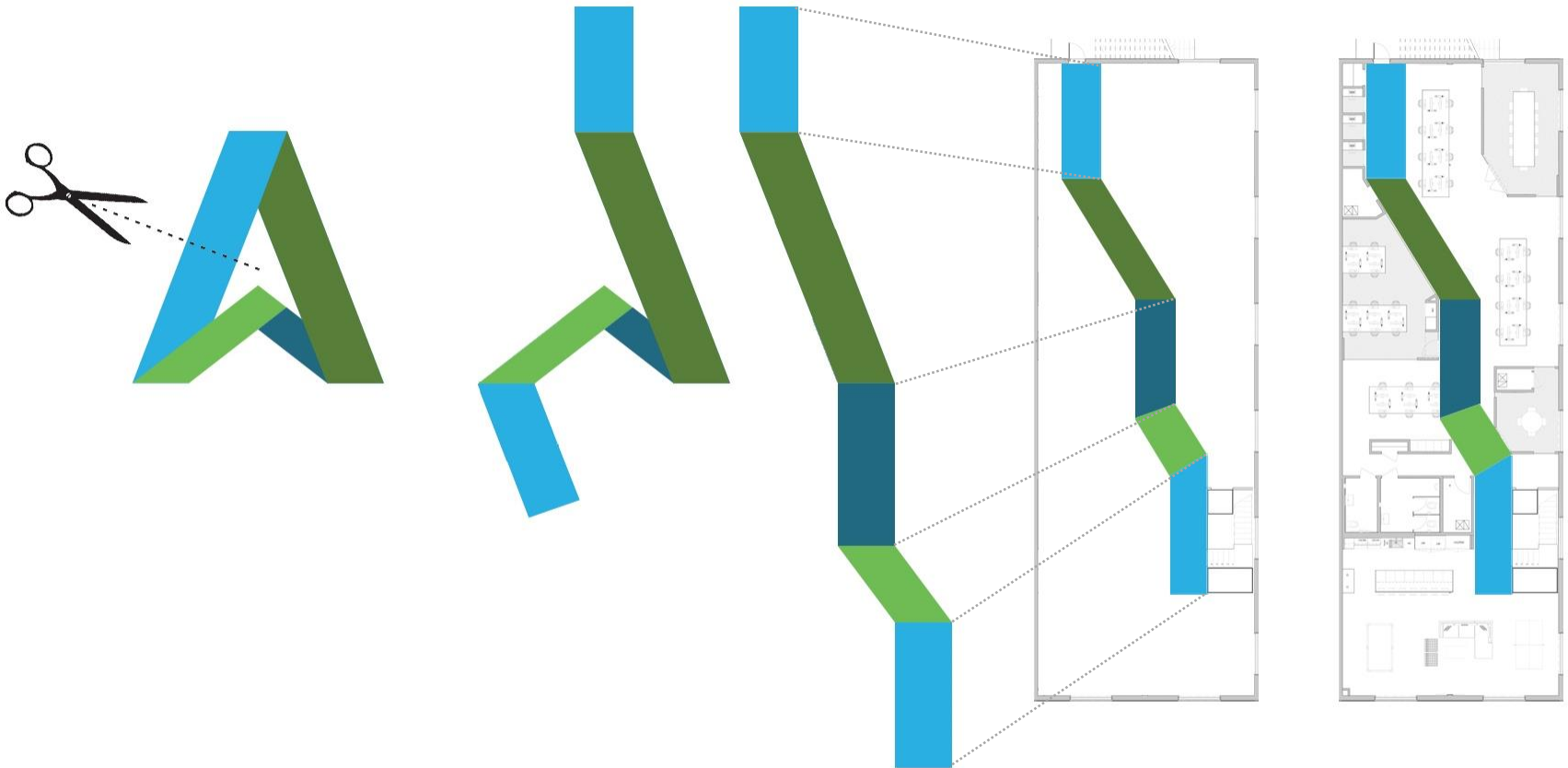
Located in the Art District, the original mid-century building was built in 1957 by the Badcock family for their furniture store, the Baker Badcock Furniture Store, that remained in this location until 2005. Unfortunately, the building remained vacant and was frequently vandalized until it was rescued in 2015 by a developer that recognized the beauty in this mid-century building. In an effort to preserve the historic features of the building, such as the exposed post-and-beam steel structure, the original terrazzo floor, and thin aluminum window frames, the new Owner successfully went through the process of historically designating the this mid-century building. His goal was to restore the building as a shell for future tenant spaces. The second floor that is now occupied by the new tech company was used as a storage space for the furniture inventory.



EI006.03

Conceptual Organizer:

In search of inspiration to develop the space for the tenant improvement, we became intrigued by their logo and decided to utilize their brand identity to generate a conceptual idea. The “A” of the firm’s logo appears to be a strip, or a band of several colors, that has been folded several times onto itself into a spatial shape of the letter “A”. We decided to investigate the shape of the band by cutting and unfolding it. The resulting shape is a zigzag pattern that we then overlaid onto the blank shell building floor plan. This investigation into the unfolded “A” created a spatial link between the two existing access stairs to the second floor, and therefore created a circulation flow from one end of the space to the other. We proceeded by plugging the elements of the program on each side of the zigzag line. The edges of the line became a shape generator for the spaces on either side.



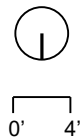
EI006.04

The result of this process generates a dynamic and flowing floor plan that consists of two major areas. The largest area, on the west side of the building, is known as the “bullpen”. Shaped in a zigzag pattern, it is comprised of an open work area with computer work stations. Enclosed conference and engineering rooms are located on each side of it and their edges are formed by the physical attributes of the conceptual organizer. The interior space of each of these rooms takes on one of the colors from the tech company’s logo to further demonstrate the brand identity. The second area, located on the east side of the building is the “play” area. Because of the virtual nature of a tech firms work, the staff has flexible work hours that allows them to work at any time of the day or night, to stay as long as they need without leaving the building, and to adjust their work schedule to accommodate other time zones. With the need to be present in their office space for long periods of time, the “play” area allows the staff to take breaks and recharge by playing pool, ping-pong, or video games. The large kitchen can be used for lunch breaks and the large island can serves as a conference table for impromptu meetings.



Legend:

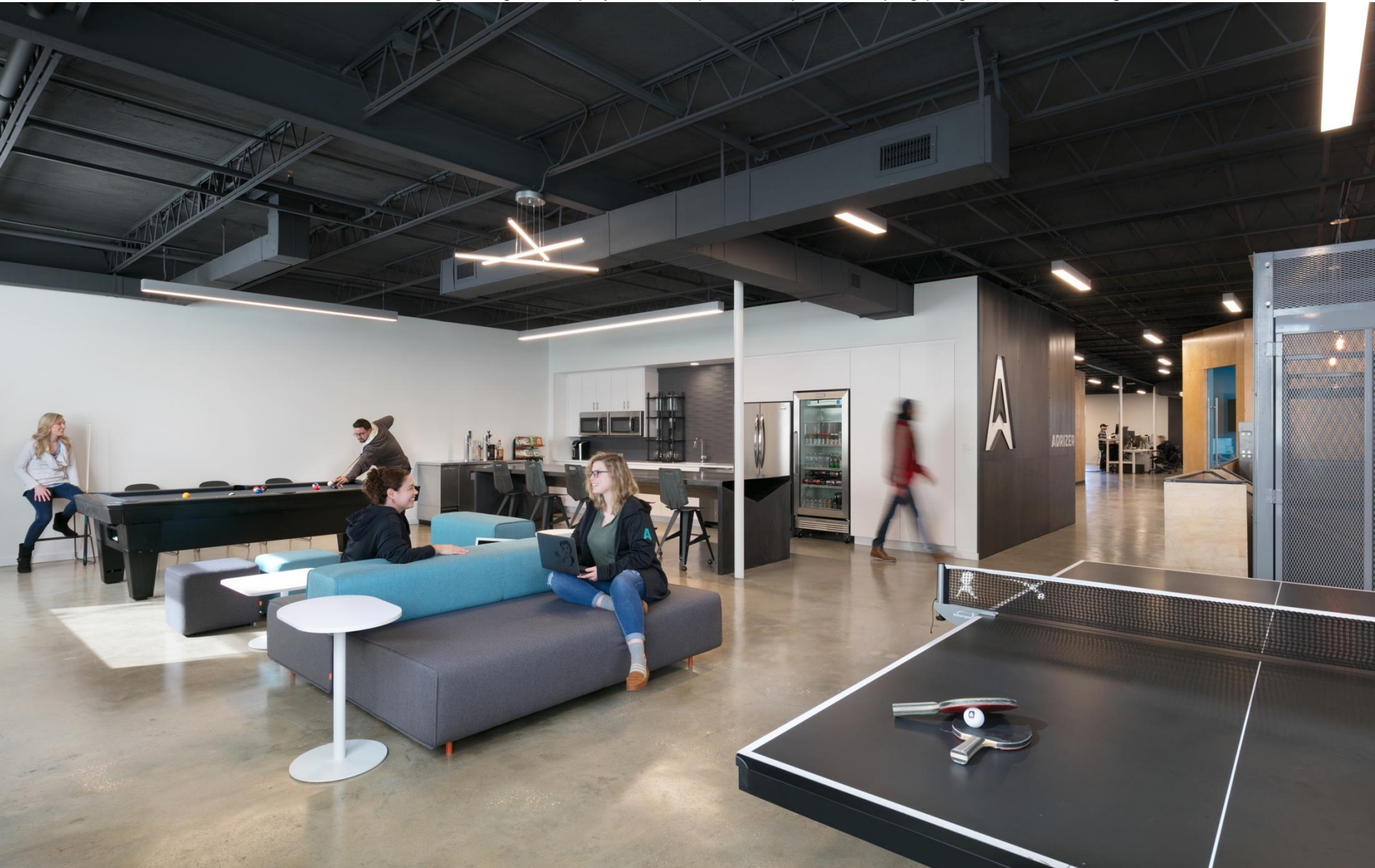
- | | |
|-----------------|-------------------|
| 1. Play Room | 7. Stair |
| 2. Kitchenette | 8. Meeting Room |
| 3. Restroom | 9. Engineering |
| 4. ADA Restroom | 10. Phone Booths |
| 5. Mechanical | 11. Material Lift |
| 6. Workroom | 12. Chair Lift |
| | 13. Barber Area |



EI006.05

New 'Play' Area and Kitchenette:

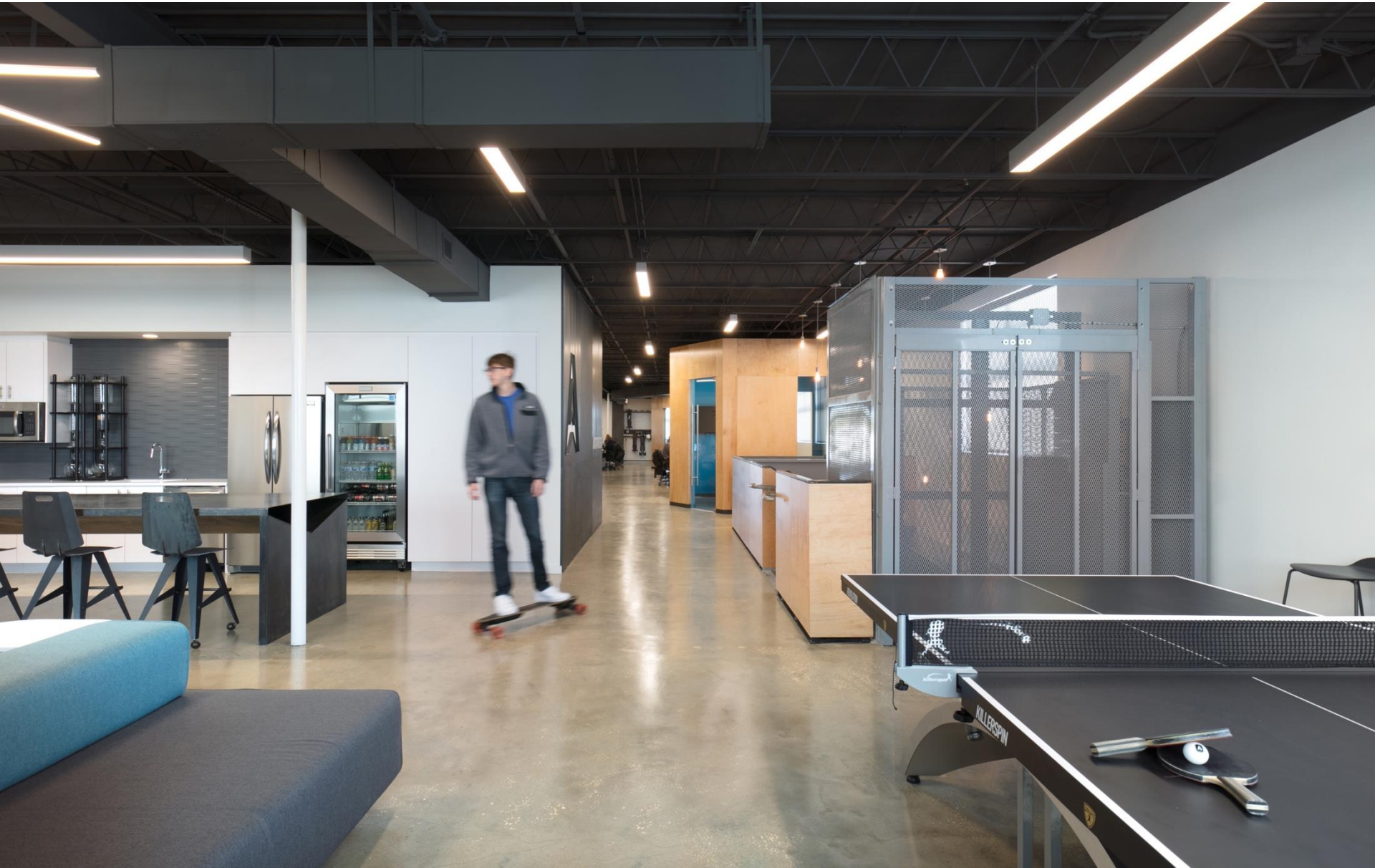
The concept for the new office space transcends the tech firm's vision of a workspace that embodies a culture of transparency and community. The open floor plan and the lack of boundaries between the Work and Play areas represent the company's collaborative nature. The kitchenette forms a backdrop for the informal social gatherings in the play area comprised of a pool table, ping-pong table, and video game area.



EI006.06

New entrance and 'Play' Area

To celebrate the mid-century features of the building, the original structure is uniformly painted and remains exposed. The continuation of the homogenous ceiling and concrete floor from one end of the building to the other, ties every element of the program and eliminates boundaries between them.



EI006.07

Kitchenette:

A 14 ft. long custom hot rolled steel table and stools separate the kitchenette from the pool area. The table also serves as a conference table for informal meetings.



EI006.08

'Play' area:

The use of raw materials such as concrete floors, birch plywood cladding, and hot rolled steel, as well as the expression of the exposed structural joists and columns, are a gesture of reverence to the previous industrial function of the building.



EI006.09

The 'Work' area:

The expression of the raw materials carries through the entire floor plan and creates a cohesive connection between the 'Play' area and the 'Work' area. The enclosed rooms are clad with birch plywood to contrast the original raw and industrial attributes of the steel and concrete.



EI006.10

'Work' area:

The open work room configuration zigzags between the enclosed conference and engineering rooms on each side on it. The open floor plan allows for flexibility in the configuration of the work stations and provides ample space to accommodate the growing staff. New lighting and mechanical systems were installed and organized to ensure both efficiency and occupant comfort. These environmental systems, which were left exposed, mimic the zigzag pattern of the conceptual floor plan organizer.



EI006.11

Phone Booths:

Three enclosed phone booths provide privacy for phone calls, and can also serve as solo work stations when needed. The use of color, selected from one of the company's logo colors, activates the small rooms located on the side of the 'Work' area.



EI006.12

Conference Room:

The exterior birch plywood cladding of the enclosed rooms carries through the frameless glass as if the exterior space penetrated the interior space. The frameless glass was strategically placed to provide visual connection through the entire space. The interiors of the few enclosed rooms are a reflection on the company's own logo colors and represent their brand identity.



EI006.13

The 'Work' Room:

To maximize natural light, the existing window openings were enlarged. The original upper windows were restored but kept in place to celebrate the industrial quality of the space. Work stations are placed along the north wall, maximizing the diffuse light which is abundant throughout the space.



EI006.14

Small Conference Room:

Instead of conventional acoustic ceiling tile, painted wood fiber panels, which were heavily used in the 1950's, were used for their sound absorption and sustainable attributes.



EI006.15

First floor main Entrance:

In the spirit of this young tech company, the main entrance was customized by a local graffiti artist to animate the space. The utilization of the raw material on the stair is an introduction to the palette used throughout the second floor 'Play' and 'Work' areas.

