



Case Study

RE-IMAGING THE FIRM for Berger, Kahn Marina del Rey, California 25,000 Square Feet

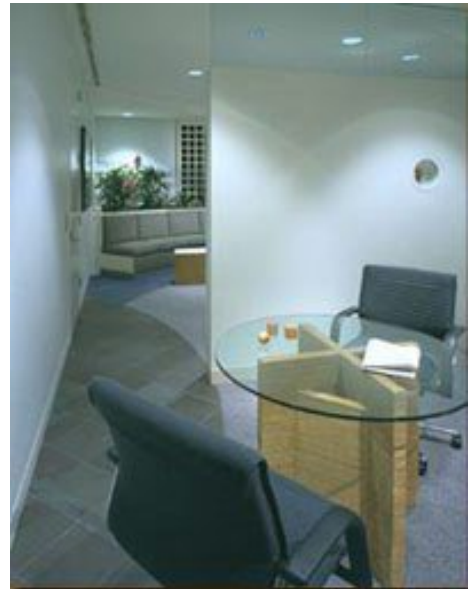
A prominent entertainment industry attorney firm needed to boost its morale and refresh its image in its west side headquarters office. The firm was suffering under increased competition from the marketplace, and was feeling the effects of the spirited development and growth of a satellite office in a nearby area. Many of the original partners of the firm practice in this office.

The firm has had a history of retaining high-end design firms; Frank Gehry, and Gensler. In fact, upon close inspection, some Gehry cardboard furniture pieces were found in internal spaces and in storage. The project direction was one of re-imagining the space through new wall changes, detailing, and color and materials selections. A re-emphasis of design elements changed the appearance of the space. Portal elements were redefined. New ceilings, low height walls, glazing details including portholes were reintroduced as visual connective devices. At the reception area, a non-used space was transformed into a needed informal conferencing space. The Gehry museum pieces were returned to prominent locations.

The new flooring finishes had to meet existing conditions relative to private offices, and yet transition to new slate flooring at the elevator lobby. A large intersecting circular form was introduced in the flooring to depict the multiple practices of the firm, and create interest in the space. Key to the color scheme was the balance between the new intense sea blue, and the passive sage which related to the old color scheme. Added to the complex mix is midnight blue for contrast, and a green stria for texture.

All of these materials were found in a quick ship program, and were available in small yardages, meeting both the design criteria, height restrictions, budget and project schedule.

A custom carpeting textile was created to blend the blues and greens with an accent of goldenrod. This textile was the high performance vehicle and occupied the majority of the public space. The verde/eggplant slate chosen for the entry, reception and main conference adds color, contrast and texture.



The palette clearly reflects its beach region, and the casual informality of the client. It masterfully works with the existing palette bringing it to new visual heights.

The project is complemented by a significant contemporary art collection with new plant and planters as specified by the design firm. The majority of construction was completed during off-hours. The 25,000 square foot project began in June and completed in September.

