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J. CREW

Corporate Headquarters & Showroom



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J. CREW

Corporate Headquarters & Showroom

J. CREW CORPORATE HEADQUARTERS & SHOWROOM

BUTTE, MONTANA

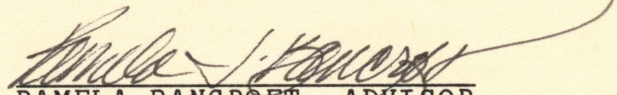
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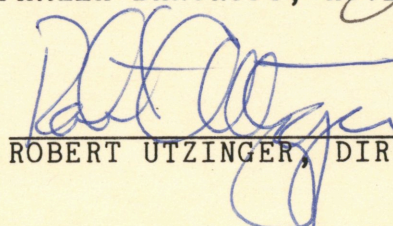
BARBARA L. CARLYON

PROGRAMMING ANALYSIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF

BACHELOR OF ARTS IN INTERIOR DESIGN

APPROVED BY:


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MONTANA STATE UNIVERSITY
BOZEMAN, MONTANA
DECEMBER 1987

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Dedicated To My Mother
& In Loving Memory Of My Father

"We shape our buildings
and they shape us."
Sir Winston Churchill

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PERSONAL GOALS

The intent of this project is to present the importance of Interior Design for human comfort, visual continuity (through interior architecture and materials), and for the significance of "place" given to a space.

The most beneficial years of schooling will be incorporated into this project. Besides Interior Design, the author plans to focus in on the business aspect of the project.

PROBLEM STATEMENT

The purpose of this project is to design a corporate headquarters and showroom for J. Crew Corporation. J. Crew is a newly formed private corporation which designs, manufactures, markets and sells clothing for active, sports-minded men and women.

J. Crew has purchased the Hennessy's Building in uptown Butte, Montana. This building has been on the historical register since 1962. Of this existing six story building (102,630 sq. ft.) approximately 26,209 sq. ft. will be utilized by J. Crew's operation.

The interiors of J. Crew must establish a quality image as reflected in its products, creating a highly positive corporate identity.

The design must also conform to J. Crew's managerial structure reinforcing the corporation's strategic plan for success.

It is necessary to open up the interior spaces bringing in natural light where possible.

The emphasis of design will be placed on the Corporation as a "whole" and the utilization of the showroom.



Introduction

INTRODUCTION

J. Crew Corporation is a young energetic organization anxious to grow and become widely recognized throughout the Western United States and Canada. Research proved Butte to be an excellent location to establish J. Crew's roots. The city and its surroundings are well suited to J. Crew's natural style.

J. Crew will employ 100 people in its corporate headquarters and showroom. Of total square footage, one sixth of its area will be allocated to employee rest and recreation as defined by management.

Only limited designs (clothing) will be manufactured at the corporate headquarters. These designs will be used for display in the showroom and for other marketing activities. Mass production, as well as warehousing, will be located elsewhere.

Butte, Montana is a city bursting with history. The atmosphere created

from the surroundings is very distinctive from other Montana cities. Most of the buildings in uptown Butte were built in the late 1800's, a time when the city itself was a thriving mining camp.

Butte has since transformed into what can be considered a metropolitan city.

Today, with a population of 38,000 people, Butte has one of the fastest growing economies in Montana.¹

The Hennessy's Building, which will be used for this project, located on the southeast corner of Main and Granite Streets, is one of the most impressive buildings in the area. This six story masonry and steel constructed building was built in 1889. It is significant for its elaborate architectural detailing, such as a wrought iron facade.

INTRODUCTION CONTINUED

This building is a primary element of the central business and landmark district.²

Located on the south side of the building is a two story parking garage providing convenient access to the first floor.

There are many advantages to the renovation of existing buildings. One advantage is the retention of funds set aside by city governments to be contributed directly to the renovation of historical buildings.³ Lack of time and money is poor justification to leave a building to lie idle.



Client Profile _____

CLIENT PROFILE

CORPORATE IDENTITY

Corporate Identity symbolically represents the image of a business. The public's opinion of a business and its products is perceived through a strong visual image associated with its building and interior spaces. Good or bad, this has a strong effect on the success of a business.

J. Crew has established a positive image through their past clothing designs. Their style conveys a fresh and natural quality found in the great outdoors. This strong emotion is the very basis for J. Crew's corporate identity that will be developed further in the interior design of their headquarters and showroom.

Quality and excellence will reflect upon J. Crew making it distinguishable from other clothing manufacturers.

CLIENT PROFILE

STRUCTURE OF MANAGEMENT

Management is the process of achieving desired results through the efficient utilization of human and material resources.⁴

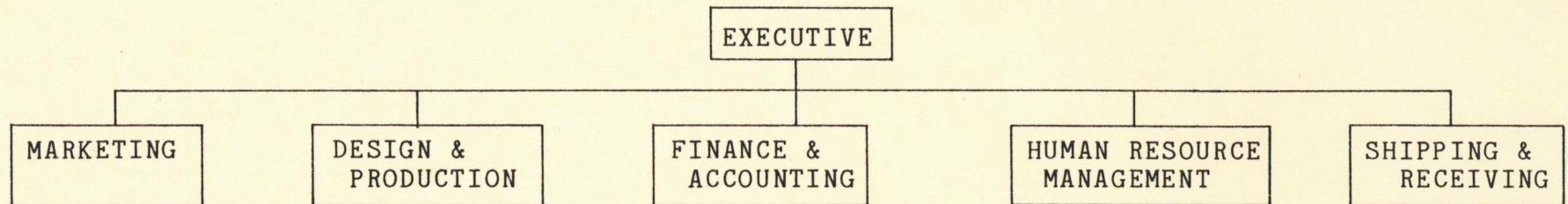
In order for an employee to perform well at his or her job it is essential for their role in the corporation to be well defined and further reinforced by the physical surroundings and the positive attitudes of coworkers. This should enable an employee to know exactly what is expected from him or her and how to accomplish it.

An organized managerial structure will provide the basis for shared interpretations of experiences.

It is impossible for corporate managers to control events; instead it is more beneficial to simply influence the context against which events take on meaning, allowing coordinated action to occur.

CLIENT PROFILE

STRUCTURE OF MANAGEMENT CONTINUED



FUNCTIONAL DEPARTMENTALIZATION

Advantages to this system include:

- Provides a simple communication and decision network.
- Facilitates measurement of function output and results.
- Simplifies training.
- Gives status to major functional units.
- Gives top management an overview to corporate activities.

CLIENT PROFILE

TARGET MARKET

J. Crew designs clothing oriented toward active men and women who enjoy spending time in nature; hiking, camping, skiing..., and for those who are sports-minded; performing or just watching. Their designs flaunt a certain natural style.

J. Crew adds a touch of elegance to the great outdoors. Their clothing can be described as being rugged, durable, warm, soft and especially comfortable. Unique seasonal designs are created to add variety and keep men and women comfortable in all types of weather.

All natural fibers make up J. Crews designs: Cotton, shetland wool, lambs wool, goose down, alpaca lama...Great pride is taken with the design and production of each garment.

CLIENT PROFILE

CORPORATE GOALS

Employees are a valuable part of the J. Crew Corporation. Lines of communication must be kept open at all levels of management welcoming employee input.

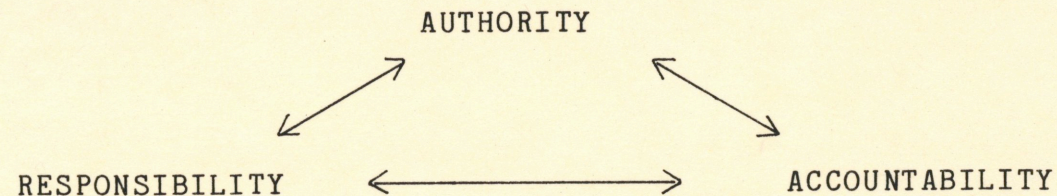
J. Crew is concerned for each employee's "will to achieve" and their advancement through the corporation.

Each employee is given a certain amount of responsibility which they have authority over but at the same time, are accountable for.

All three elements (authority, responsibility and accountability) must be of equal proportion. No one element can exist without the other two.

This simple coordination allows employees freedom to make decisions and enforce them while having a rational basis for their existence.

Each employee has the same amount of authority within his or her level of the corporation, stimulating employee moral.





Building & Site Analysis_____

BUILDING AND SITE ANALYSIS

DESCRIPTION AND ATMOSPHERE OF BUTTE

Butte is a strong enduring city; it has survived for many years. The city is divided into two primary commercial areas: The uptown district and the flats. The "flats" is the newer area containing more recent developments which are those typical commercial buildings found in every city.

"Uptown" Butte, on the other hand, has a distinct and unique character all its own. It is located along the upward slope of a hill (transforming out of the flats). This is where some of the most significant architecturally important buildings in Montana can be found. It is quite invigorating to wander the streets of the uptown area. At one time, bums and hobo's used to occupy the sidewalks, adding to the robust and colorful scenario. Today, professionals dressed in business suits hustle their way about town. Shoppers can be seen glazing into

windows along Park and Main Streets. Bus stop benches are usually always occupied with people commuting either to the "flats" or other parts of Butte.

Further up the hill from the uptown area are vacated mines usually marked by tall steel galas frames. These mines were once employed by the Anaconda company.

Mountains surround the city, wrapping around it to create a sense of place.

Major interstates are easily accessible to and from Butte as well as air and train transportation.

Natural recreation such as fishing, camping, hiking, hunting and skiing are only minutes away from the city.

The surrounding natural resources are plentiful assuring a relaxed atmosphere from the city life.

BUILDING AND SITE ANALYSIS CONTINUED

DESCRIPTION & ATMOSPHERE CONTINUED

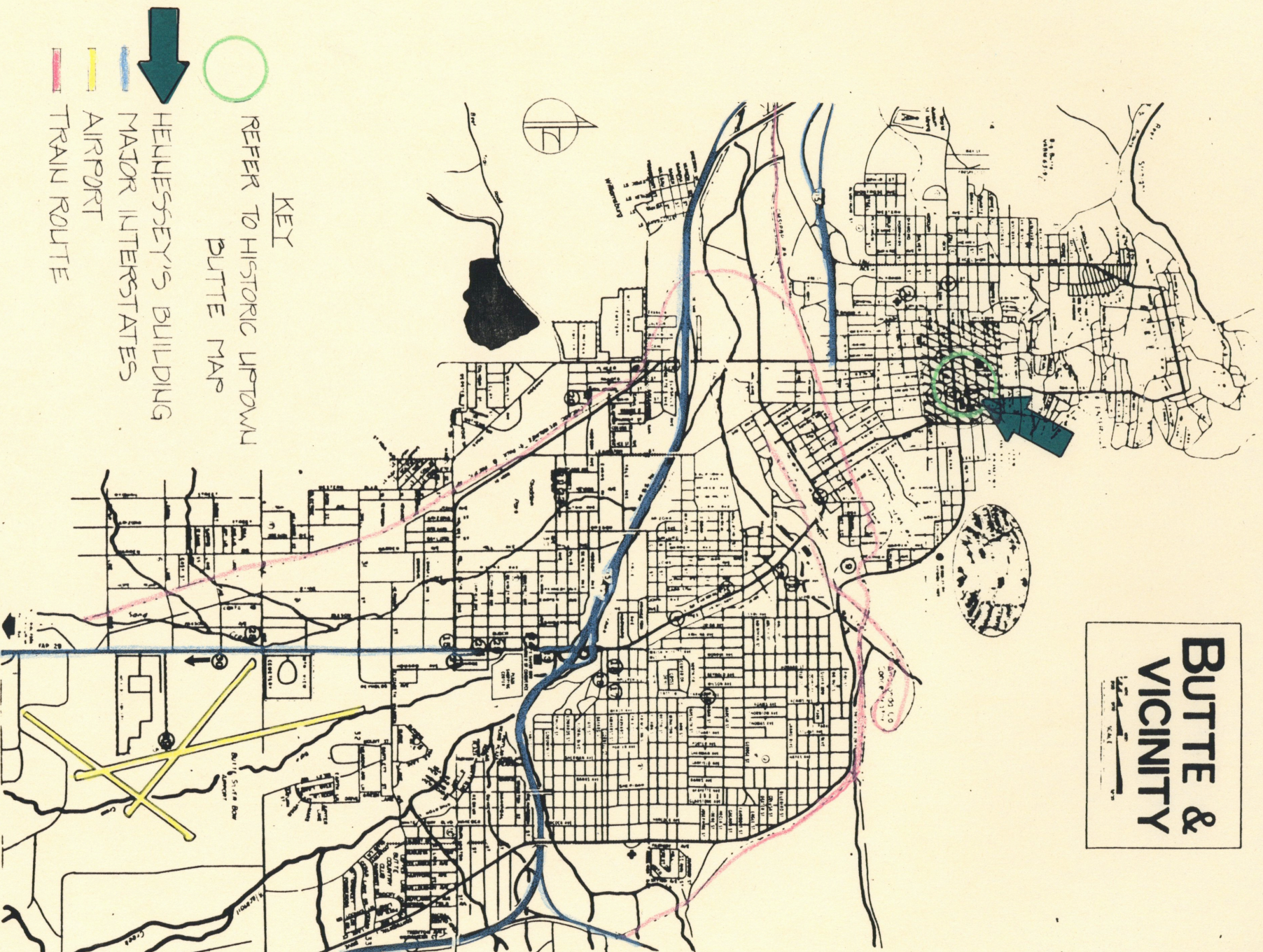
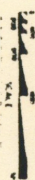
Butte, Montana has considerably less violence in Butte compared to major cities.

People can trust their neighbors, creating a down to earth atmosphere. It is a good place to raise children. The city supports many kinds of sports for people of all ages. Butte is nick named the "city of champions."

Butte Silver Bow Government strongly encourages economic development. It has one of the fastest growing economies in Montana.⁵

Total population consists of 38,000 people and is predicted to drop before reaching its maximum figures in the year 2010.

BUTTE & VICINITY



KEY



REFER TO HISTORIC UPTOWN
BUTTE MAP



HENNESSEY'S BUILDING



MAJOR INTERSTATES



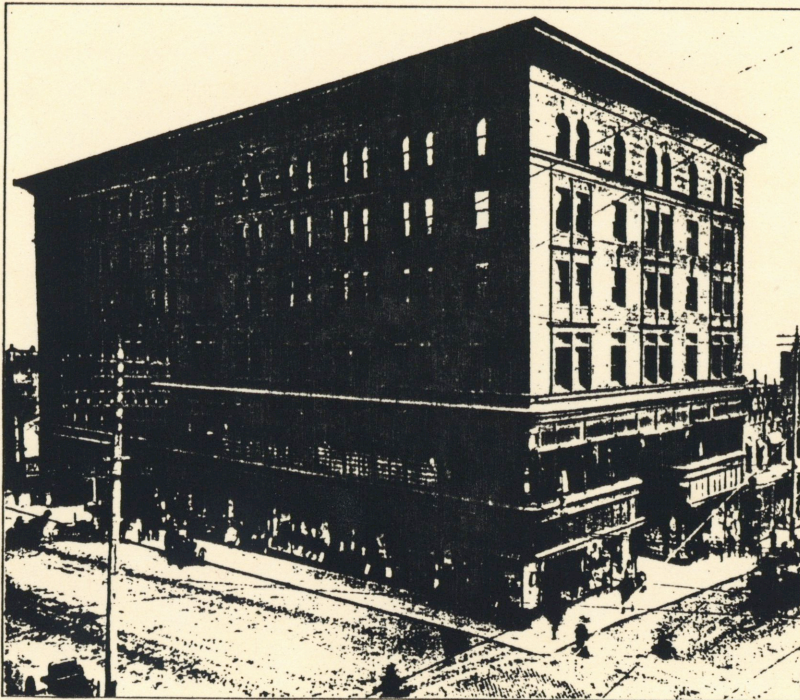
AIRPORT



TRAIN ROUTE

BUILDING AND SITE ANALYSIS CONTINUED

BRIEF HISTORY



HENNESSY BLOCK.

The Hennessy's Building was constructed in 1890 by architect Fred Kees of Minneapolis, Minnesota.⁶ It is located at 16 East Granite in Butte. It is a "primary" element of the central business district. It is one of the finer buildings of the 1890's remaining in Butte. The significance of this building stretches from the turn of the century to the present: first as Montana's premiere department store (up until 1970) and then as the headquarters of the Anaconda Copper Mining Company. At present a division of Montana Power, Western Energy occupies most of this building.

"Primary" is the highest rating given to a building on the Historical Registry.⁷ The Hennessy's Building was nominated for the registry in 1962 as was the entire uptown district.

BUILDING AND SITE ANALYSIS CONTINUED

BRIEF HISTORY CONTINUED

The following map of Historic Uptown Butte (page 20) shows the buildings surrounding the Hennessy's Building.

Each building is listed according to its architectural significance. "Primary" buildings have distinct architectural character and may also be associated with notable people or events. "Secondary" buildings are of slightly less historical and/or architectural value. "Compatible" buildings lack impressive and historical significance but serve as "background" or companion buildings to primary and secondary ones. "Non-compatible" buildings are those structures whose primary character has been destroyed or altered. Finally, supportive buildings contribute only to the economy of the central business district.⁸

The Hennessy's Building is significant for its outstanding

architectural style and sophistication of features, such as the inclusion of an elevator that had been invented only 10 years prior to the construction of the building.⁹ The visual effect of the exterior facade contributed to the street scene in a flourishing Butte, Montana.

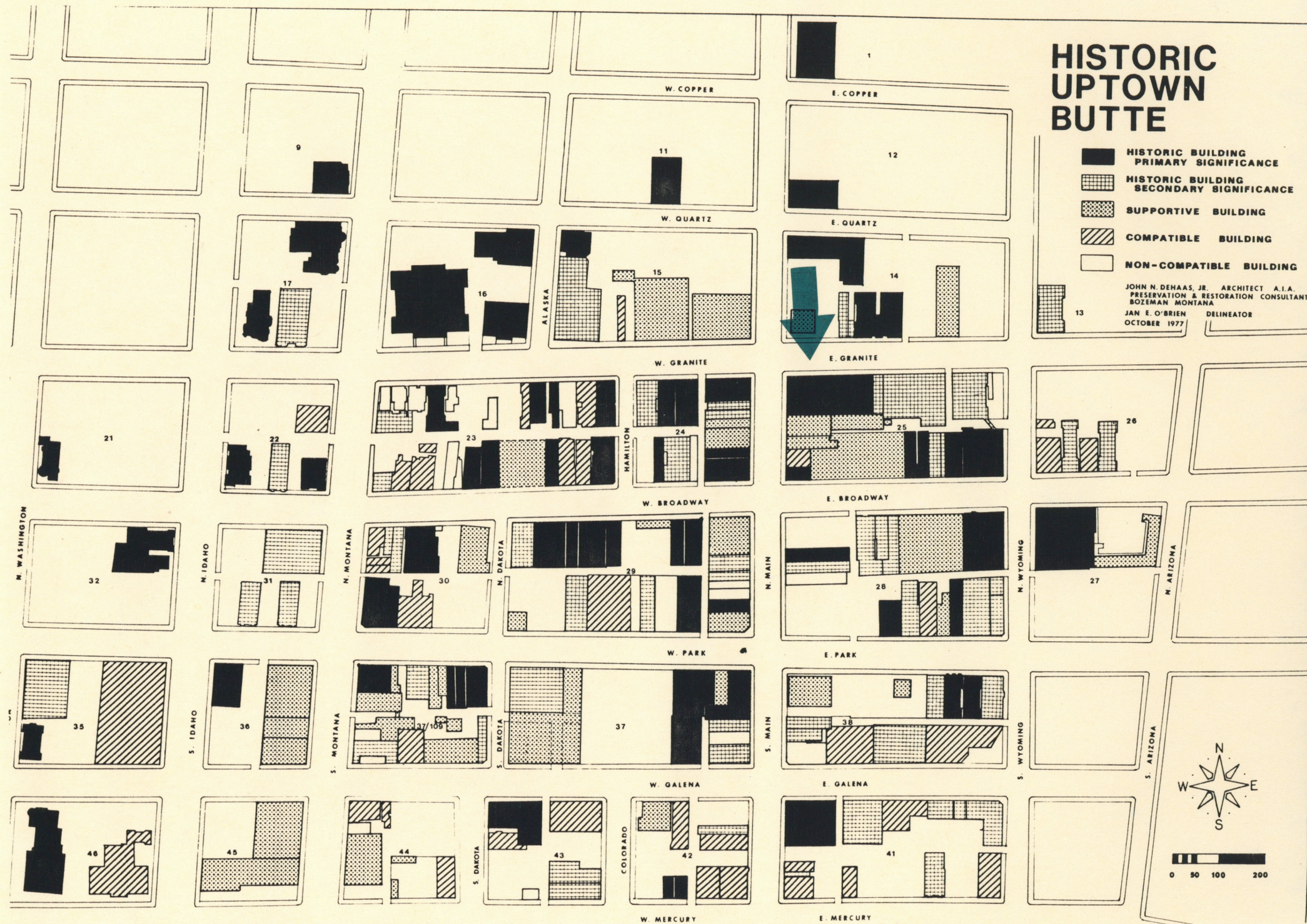
HISTORIC UPTOWN BUTTE

-  HISTORIC BUILDING
PRIMARY SIGNIFICANCE
-  HISTORIC BUILDING
SECONDARY SIGNIFICANCE
-  SUPPORTIVE BUILDING
-  COMPATIBLE BUILDING
-  NON-COMPATIBLE BUILDING

JOHN N. DEHAAS, JR. ARCHITECT, A.I.A.
PRESERVATION & RESTORATION CONSULTANT
BOZEMAN MONTANA

JAN E. O'BRIEN
OCTOBER 1977

DELINEATOR





BUILDING AND SITE ANALYSIS

BRIEF HISTORY CONTINUED

Daniel J. Hennessy, owner and prominent businessman of his time, had full intention of erecting his building to house retail, utilizing the excess for office space.

Retail took up over half of this six story building making it one of the largest department stores west of Chicago. It is recognized as the most important mercantile event in the history of the state, helping Butte to make the transformation from a so-called mining camp to a metropolitan city in 1898.¹⁰

HENNESSY'S

MONTANA'S GREATEST STORE . . . PHONE 5441

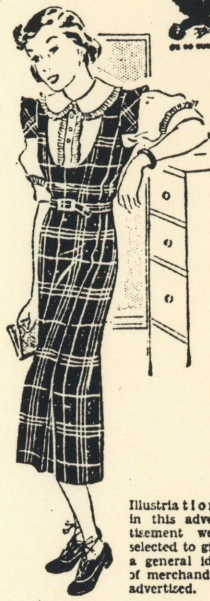
Girls' New

Printed Silk Dresses

\$1⁹⁸

Here is a group of new spring prints. The choicest frocks you could hope to find. They're the last word in fashion. Made of very fine crepe silks, garden flower prints, bold plaids, small monotone designs. All in bright spring-like colors that are a delight to the eye. Smart trimming effects. White collars and cuffs, belts, etc. Sizes 7 to 14 years.

Bargain Basement



NRA
DO SO OUR PART

Illustrations in this advertisement were selected to give a general idea of merchandise advertised.

BUILDING AND SITE ANALYSIS CONTINUED

PHYSICAL DESCRIPTION

The Hennessy's Building is a six story rectangular shaped structure, has no visible foundation, and is constructed of steel frame and masonry walls with brick veneer.

This elegant renaissance revival fire proof commercial structure has two decorative entries.

The north entry facing East Granite has decorative terra cotta pilasters framing the two metal doors with a fan shape, beveled glass transom above plus a decorative cornice atop the pilasters. (See appendices print #9) This entry leads to a small lobby surfaced with inlaid marble tile. (Print #10)

The west entry facing North Main is recessed characterized by a two story elliptic arch enhanced by wrought iron grill work. (Print #7)

The first two floors are highlighted by large fixed plate glass display windows. The display windows on the second floor are topped by diamond shaped, beveled glass and a pressed metal cornice all contained in a curtain wall wrapping around most of the building. (Print #5)

The double hung windows on the second floor are separated by floral design terra cotta frieze work. The windows on the upper floors are highlighted by decorative terra cotta string courses, pilasters, and architraves.

The arched windows on the sixth floor have terra cotta keystones and voussoirs.¹¹

The top metal-bracketed cornice is accented by a dentil frieze below and the top two floors are separated by a

BUILDING AND SITE ANALYSIS CONTINUED

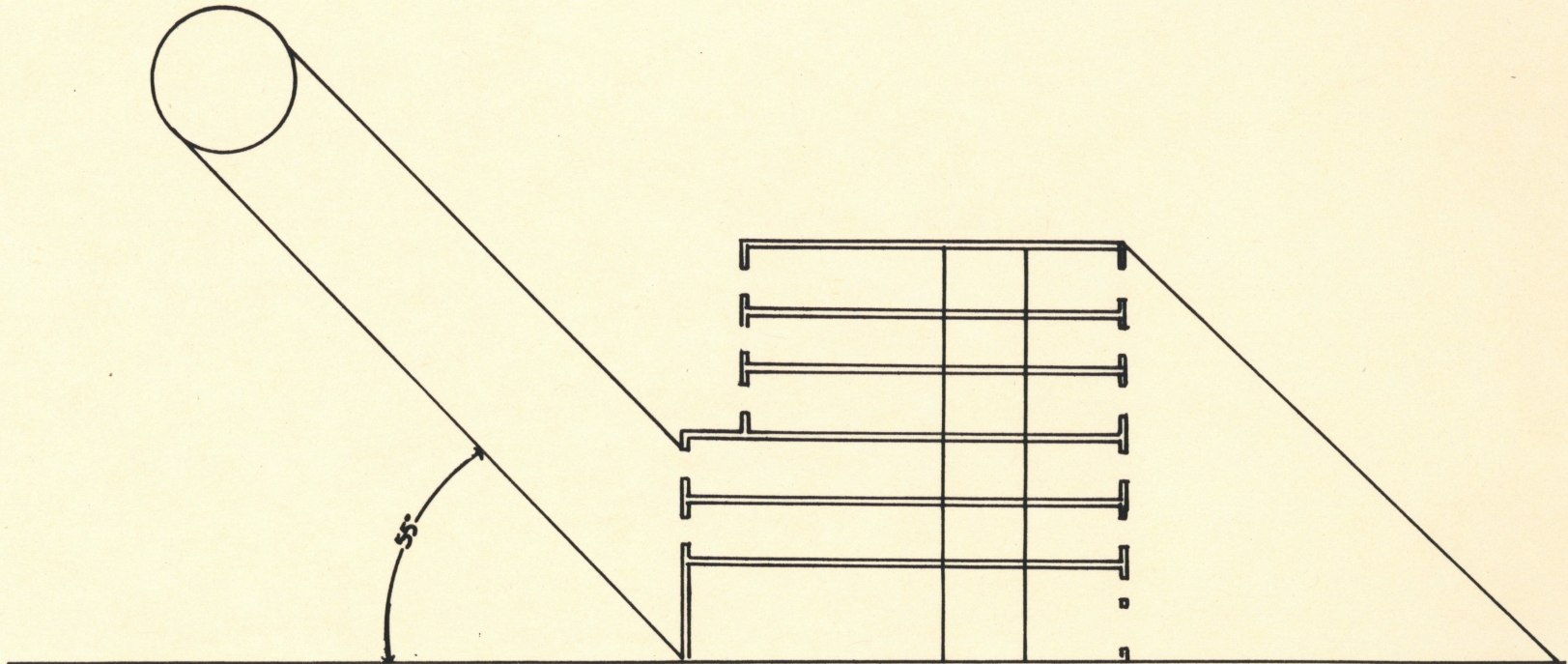
PHYSICAL DESCRIPTION CONTINUED

terra cotta egg and dart decorated
cornice. (Print #4)

BUILDING AND SITE ANALYSIS CONTINUED

Sun Angle
April 21 at 12:00 p.m.

Butte, Montana
46.00 N. Latitude
112.31 W. Longitudinal



Sun Angles on south side of Hennessy's Building for April 21 at 12 noon. Profile angle is 55 degrees.

North side of building is in continual shade throughout the day

and night. Buffer spaces, such as storage rooms and hallways, should be designed on this side of the building in order to better insulate core spaces.

BUILDING AND SITE ANALYSIS CONTINUED

INTERIOR DIMENSIONS AND CHARACTERISTICS

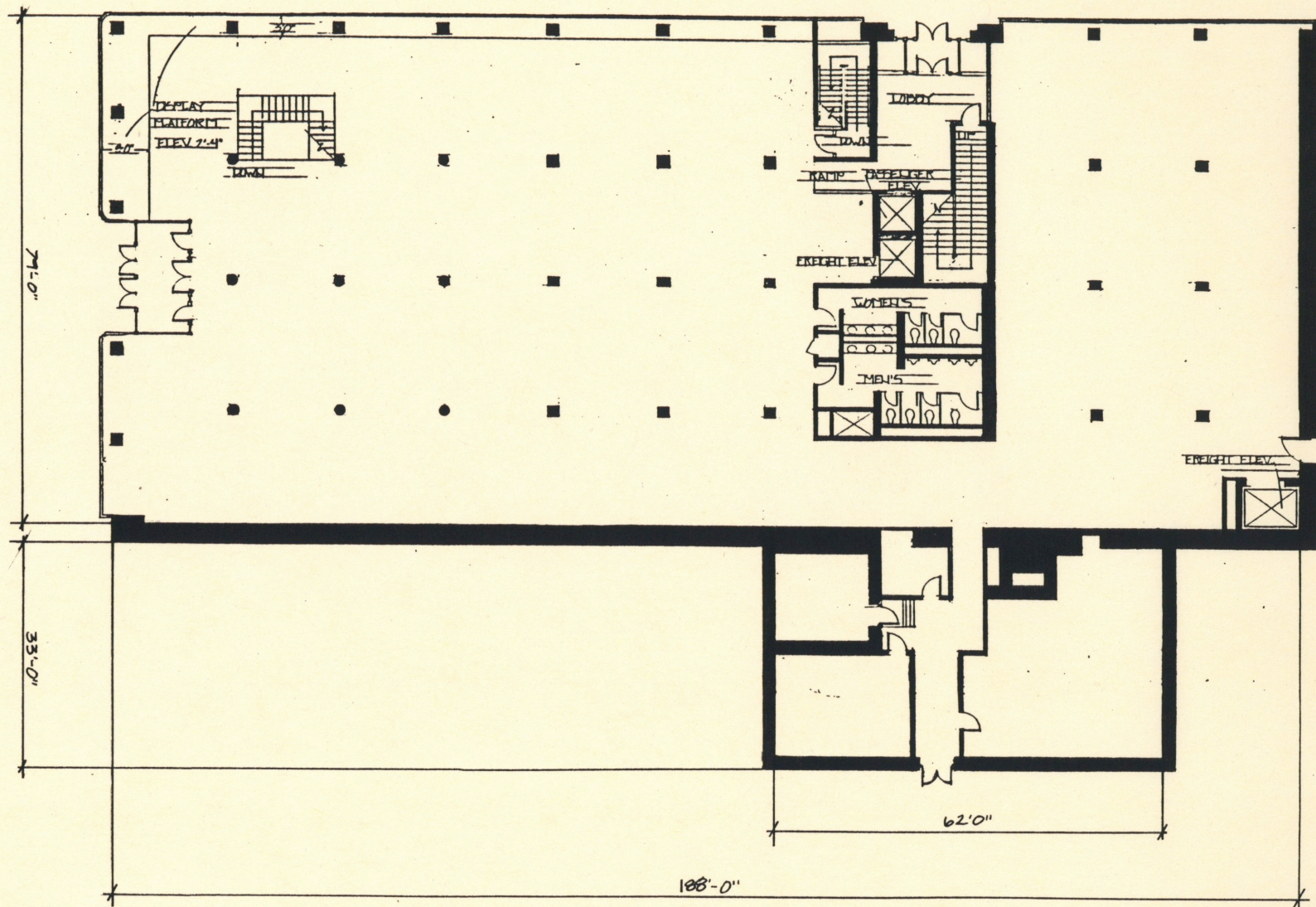
The Hennessy's Building is a rectangular shaped build with approximately 102,000 square footage total.

All floors are supported by cast iron columns faced with plaster, placed 20'-0" on center. The columns on the first floor are ionic order with a straight base, and boric order columns can be found in the basement. The rest of the floors have undecorated columns.

Ceiling height for the first floor is 20'-0"; columns are flush with the plaster ceiling. Mechanical systems are exposed. There is a total of 14,852 square feet on this floor.

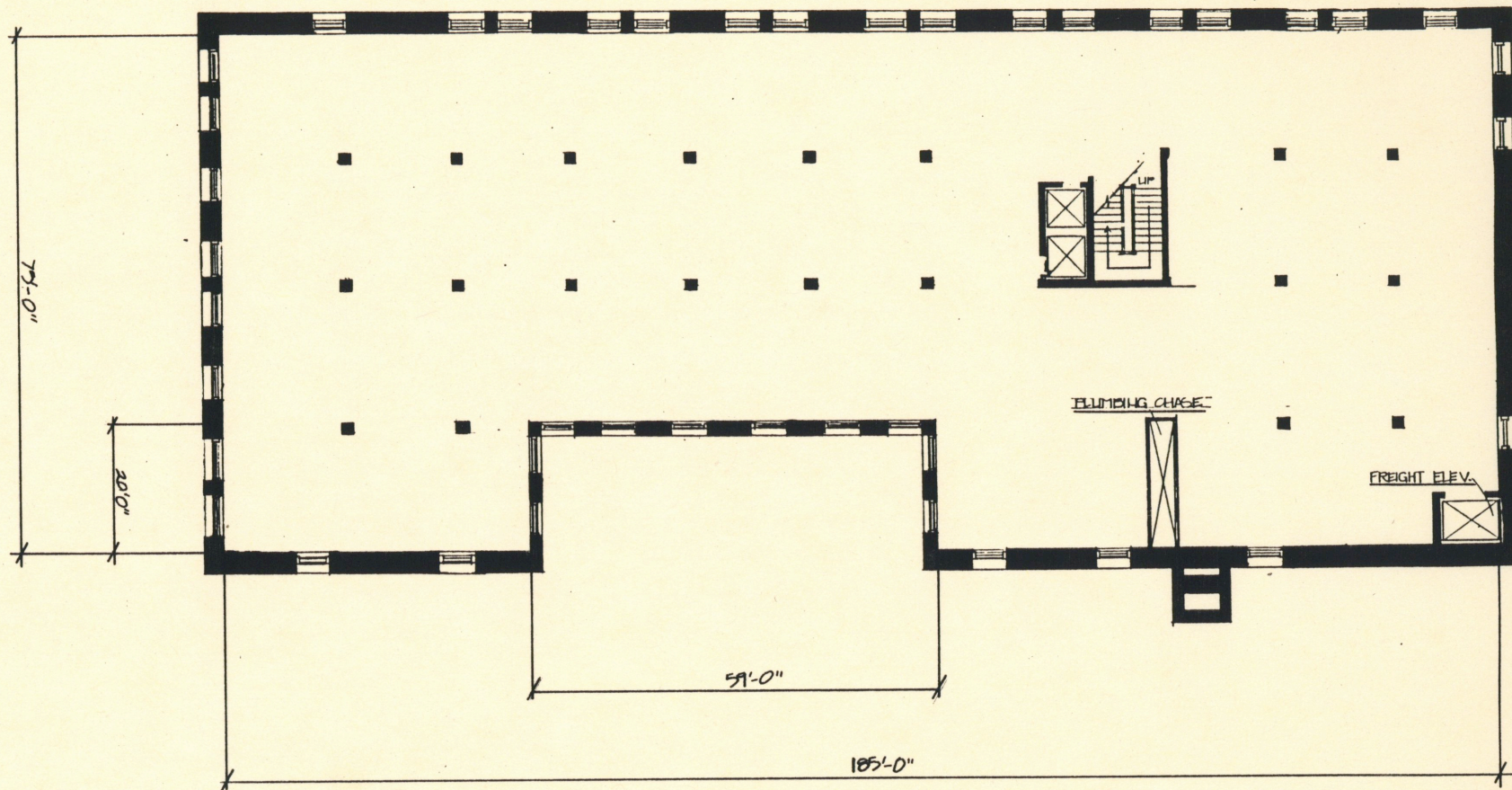
Fourth and fifth floor ceiling heights are 12'-0" above finished floor. Square footage for each of these floors is 12,695 square feet.

The mechanical room is located in a mezzanine above the west end of first floor. Steam heat is used throughout the building. Hot water converter, pump and exhaust fan are located in the basement.



FIRST FLOOR

SCALE 1" = 10'



FOURTH & FIFTH FLOOR

SCALE 0 0

BUILDING AND SITE ANALYSIS CONTINUED

ADVANTAGES TO RENOVATION

Research has been done proving the advantages to the renovation of existing buildings, in an effort to save buildings from needless wreckage, whether by man or natural causes. Major considerations as pointed out by John N. DeHass in his book Historic Uptown Butte¹² include:

- * It takes 23% less energy to rehabilitate existing buildings than to construct new one.
- * Existing buildings will consume less energy for heating and cooling, due primarily to smaller windows and less glass area and to thicker wall construction.
- * Tax reform act provides money incentives for rehabilitation or restoration of income-producing properties located in a recognized historical district.

The pride and spirit of Butte is reflected in its historical buildings. Some buildings have been neglected and allowed to disintegrate, or have been completely lost due to fire.

The buildings remaining in the uptown area should be preserved and restored. Any restoration work must conform to the building's individual character and surroundings.



Goals & Concepts_____

GOALS
CONCEPTS

To create the distinct architectural character, found on the exterior, onto the interiors.

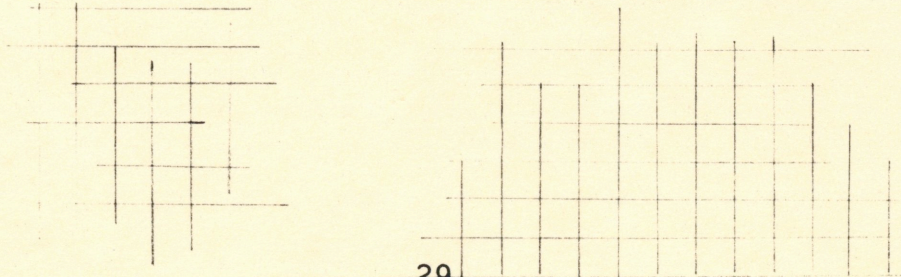
By the use of wrought iron grill work, beveled glass and terra cotta tile on interior elements.

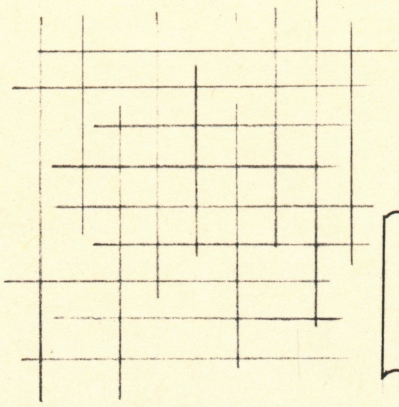
To create an open and airy environment

By using partition walls only where necessary

To create a bright and healthy environment

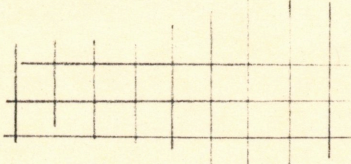
By use of glazing on the south side upper floors; by developing an atrium.





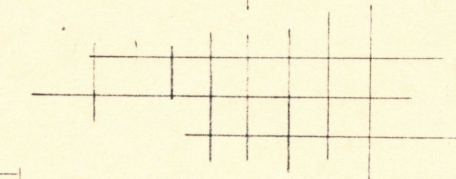
To create a positive corporate identity for J. Crew

By expressing a natural feeling into the interiors and by using quality materials to their potential



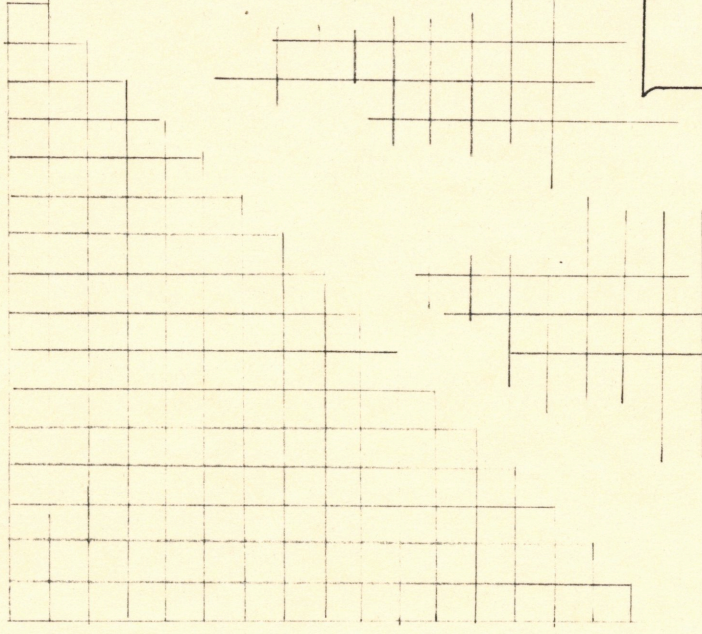
To create an inviting atmosphere from the street

By hinting to the exterior of all excitement generated from J. Crew clothing



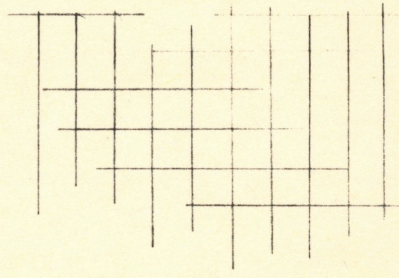
To create a sense of place in the showroom

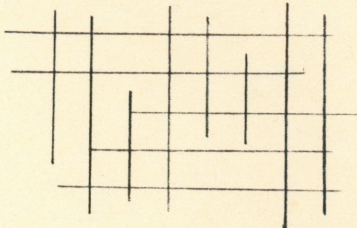
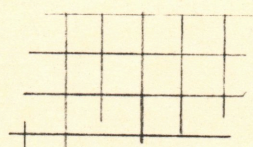
By use of high ceilings, unity of surroundings and major attraction to one central element



To maintain the integrity of "Historical Building"

By adapting interior design to existing historical elements remaining on interiors and exterior

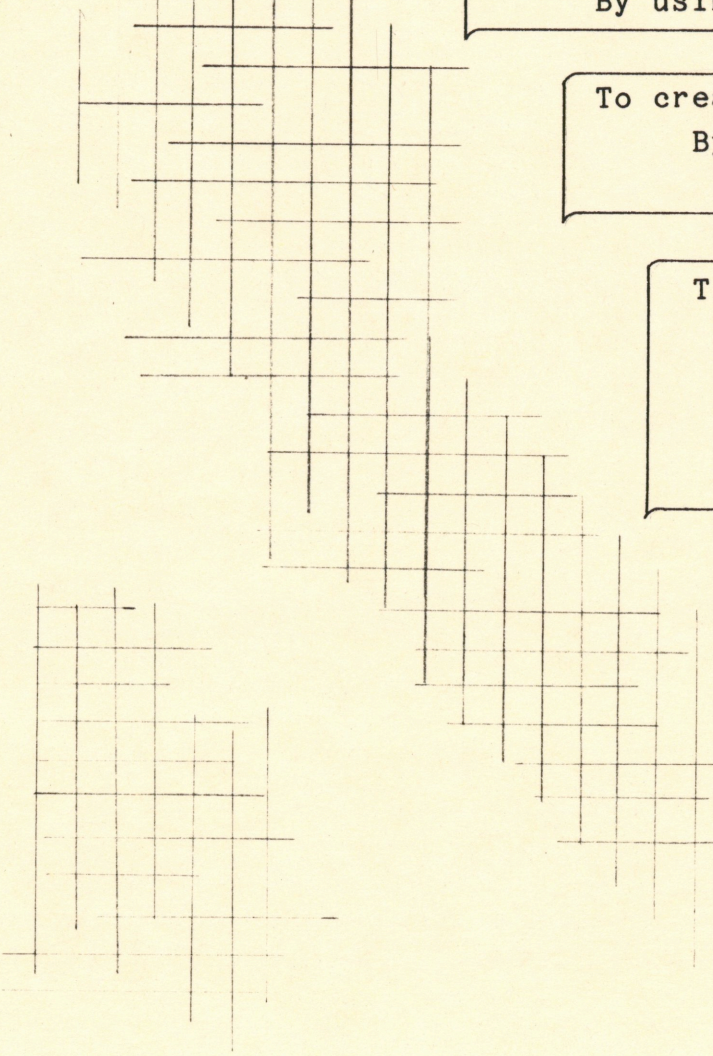




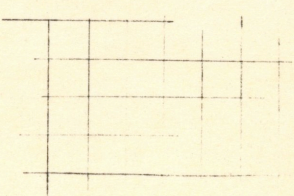
To create a relaxed work environment
By using subtle materials and colors

To create a barrier free environment for the handicapped
By prioritizing allotment of space to meet handicapped requirements

To create an acoustically sound separation between activity spaces
By using acoustical buffer materials to insulate sound from production and computer printing areas, and the fitness center



To create flowing circulation between departments
By using spacious hallways for horizontal circulation and adding another elevator to accommodate employees needs for verticle circulation between 1,4,5 floors





Interior Space Analyses

INTERIOR SPACE ANALYSIS

EXECUTIVE SUITE

Corporate President

Activities: Overview of corporation.
Final say in all corporate decisions.
Must "OK" all designs for market.

Needs: Executive desk/chair
Credenza
Computer
Task lighting
2 visitor chairs

Wants: Natural light
Good view
Plants
Sofa
Coffee table
Bar
Art work

Space
Description: Formal
Private
Hierarchy
Comfortable

Number of
Occupants: 1-3

Approximate
Area: 1,024 sq. ft.

Vice President

Activities: Authority of President when President is unavailable.
Assist President in workload.

Needs: Executive desk
Executive chair
Computer
Task lighting
2 visitor chairs

Wants: Natural light
Good view
Plants
Art work

Space
Description: Formal
Private
Hierarchy
Comfortable

Number of
Occupants: 1-3

Approximate
Area: 900 sq. ft.

INTERIOR SPACE ANALYSIS

EXECUTIVE SUITE CONTINUED

Secretaries
 Activities: Personal secretary for both President and Vice President.

Needs: Work surface
 Chair
 Storage/shelving
 Computer
 Printer
 Copier
 Task lighting

Wants: Plants
 Extra electrical outlets
 Acoustical treatment

Space Description: Organized
 Efficient
 Contained
 Quiet
 Soft

Number of Occupants: 2

Approximate Area: 400 sq. ft.

Conference Room

Activities: Private conferences for corporate executives only.

Needs: Large table
 Chairs
 Built-in storage:
 projector screen
 Sink/counter
 Task lighting

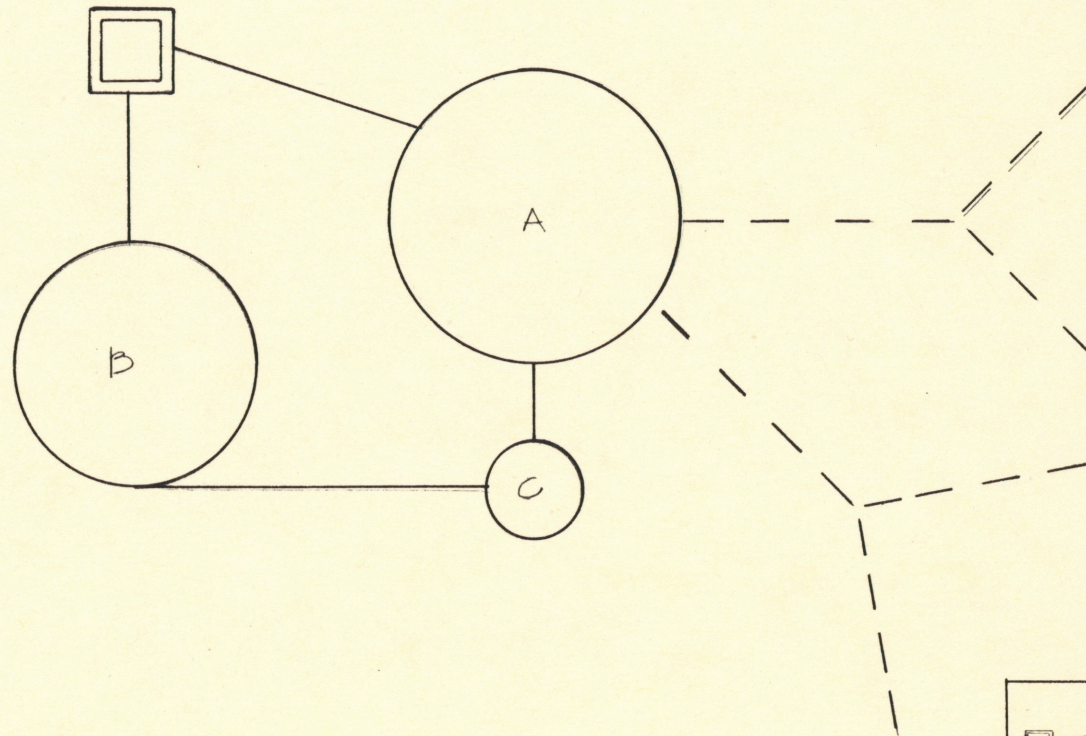
Wants: Good view
 Natural light
 Bar
 Plants
 Air circulation
 Art work

Space Description: Formal
 Interactive
 Comfortable
 Calm
 Private

Number of Occupants: 5-10

Approximate Area: 900 sq. ft.

EXECUTIVE



<u>KEY</u>	
□	SECRETARY
A	CORPORATE PRESIDENT
B	VICE PRESIDENT
C	CONFERENCE ROOM
---	OVERVIEW OF CORPORATION

INTERIOR SPACE ANALYSIS

MARKETING DEPARTMENT

Marketing Manager

Activities: Organize activities that facilitate exchange through distribution, promotion and pricing of goods.

Needs: Desk
Chair
Computer
1 visitor chair
Drawing table
Stool
Built-in storage

Wants: Plants
Music

Space
Description: Private
Stimulating

Number of
Occupants: 1-2

Approximate
Area: 400 sq. ft.

Advertising

Activities: Consists of graphic designer to design slogans and posters. Part of the promotion mix.

Needs: Drawing tables
Stools
Built-in storage
Cutting table
Dark room
Print equipment
Wall area for pin-ups

Wants: Natural lighting
Plants
Sink

Space
Description: Open studio
Interact
Exciting
Spacious
Stimulating
Productive

Number of
Occupants: 6

Approximate
Area: 660 sq. ft.

INTERIOR SPACE ANALYSIS

MARKETING DEPARTMENT CONTINUED

Merchandising
Activities: Planning and control
of a merchandise
inventory to serve
target consumers.
Evaluation,
coordinated with
designer and corporate
president, of sample
designs*.

Needs: Work surface
Chair
Computer
Built-in storage
Task lighting

Wants: Plants
Shelving (research
materials)

Space
Description: Private
Interaction

Number of
Occupants: 4

Approximate
Area: 200 sq. ft.

Sales Manager Activities:

Supervisor to sales
representatives (local
and regional sales
persons)
Part of the promotional
mix

Needs: Desk
Chair
Computer
1 visitor chair
Built-in storage
Task lighting

Wants: Plants

Space
Description: Private

Number of
Occupants: 1-2

Approximate
Area: 100 sq. ft.

* Sample design is a trial garment made
from designers original pattern.

INTERIOR SPACE ANALYSIS

MARKETING DEPARTMENT CONTINUED

Local Sales Representatives

Activities: Based in Butte to learn more about selling activities of J. Crew product line. Give demonstrations for regional salespersons.

Needs: Work surface
Chairs
Built-in storage
Map display

Wants: Plants

Space
Description: Enthusiastic
Bright

Number of
Occupants: 4

Approximate
Area: 900 sq. ft.

MARKETING DEPARTMENT CONTINUED

Secretary

Activities: Screens phone calls to marketing personnel; does secretarial duties within department.

Needs: Work surface
Chair
Built-in storage
Computer
Printer
Copier
Task lighting

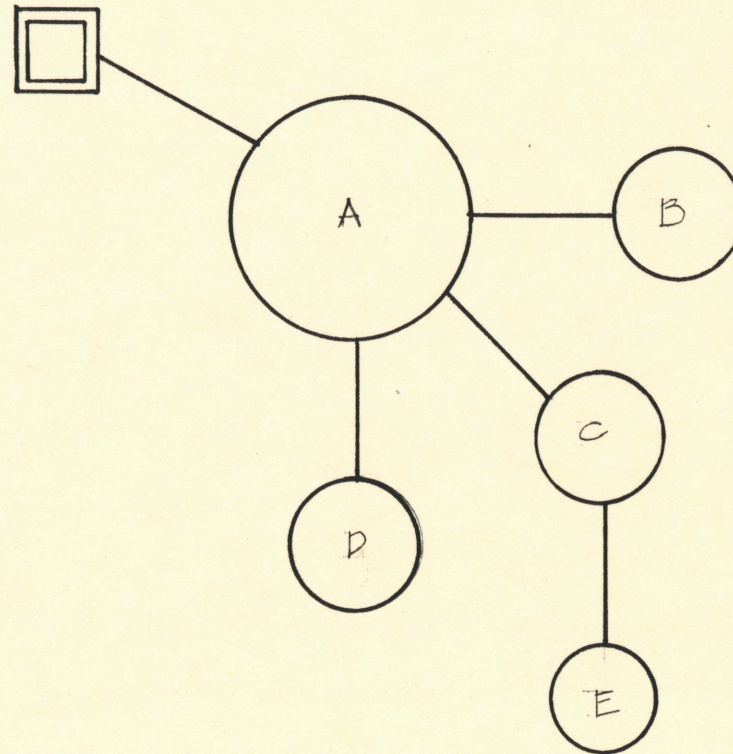
Wants: Extra outlets
Acoustical treatment
Message mailbox

Space
Description: Organized
Efficient
Contained

Number of
Occupants: 1

Approximate
Area: 200 sq. ft.

MARKETING



KEY	
	SECRETARIES
A	MARKETING MANAGER
B	ADVERTISING
C	MERCHANDISING
D	SALES MANAGER
E	SALES REPRESENT.

INTERIOR SPACE ANALYSIS

DESIGN/PRODUCTION

Designer
 Activities: Communicates with
 retailers, researches
 colors and fabrics,
 creates patterns for
 designs, coordinates
 evaluation of designs
 with marketing and
 corporate president,
 in charge of sample
 fabric room.

Needs: Drawing table/Stool
 Built-in storage
 Desk
 Chair
 Computer
 Visitor seating
 Mannequins

Wants: Plants
 Shelving

Space
 Description: Great outdoors
 Natural
 Sports minded

Number of
 Occupants: 1-2

Approximate
 Area: 200 sq. ft.

Assistant Designer

Activities: Shares space and
 activities with
 designer, makes patterns

Needs: Drawing table
 Stool
 Built-in storage
 Mannequins

Wants: Plants

Space
 Description: Great outdoor
 Natural, earthy
 Sports minded
 Energetic
 Creative

Number of
 Occupants: 1

Approximate
 Area: 100 sq. ft.

INTERIOR SPACE ANALYSIS

DESIGN/PRODUCTION CONTINUED

Sample Fabric Room

Activities: Stocked by designers
providing all
assortment of samples
fitting J. Crew style.

Needs: Open Shelving

Wants: Music

Space
Description: Colorful
Relaxing
Natural Lighting

Number of
Occupants: 1-3

Approximate
Area: 200 sq. ft.

Design Room

Sample and Duplicate Cutters

Activates: Cut sample garments and
Dups* out of sample
fabric.

Needs: Tables
Shelves
Verticle storage for
equipment
Mannequins

Wants: Plants
Natural lighting
Music
View

Space
Description: Open and air
Spacious
Clean
Organized
Efficient
Productive

Number of
Occupants: 4

Approximate
Area: 400 sq. ft.

*Dups--Duplicate are extra sample
garments used by sales person and
showroom.

INTERIOR SPACE ANALYSIS

DESIGN/PRODUCTION CONTINUED

Design Room

Sample Maker

Activities: Construct sample garment works with designers and models.

Needs: Sewing machine
Mannequins
Tables
Chairs
Changing room
Clothing racks
Verticle storage for equipment

Wants: Plants
Natural lighting
Acoustical treatment

Space Description: Open and airy
Spacious
Clean
Organized
Efficient
Productive

Number of Occupants: 4

Approximate Area: 400 sq. ft.

Design Room

Sketchers

Activities: Make working sketches for designer and for promotion of line; sketches are used in showroom book.

Needs: Drawing table
Stool
Shelving
Wall surface for pin-ups

Wants:

Space Description: Stimulating
Creative
High energy
Great outdoors
Natural and earthy

Number of Occupants: 2

Approximate Area: 200 sq. ft.

INTERIOR SPACE ANALYSIS

DESIGN/PRODUCTION CONTINUED

Secretary

Activities: Provide miscellaneous duties; shop for materials and replenish stock; runs design room in absence of designers; fill out cost sheets; supervise receipt and storage of sample fabrics.

Needs: Work surface
Storage
Computer
Chair
Task lighting

Wants: Plants
Music

Space
Description: Colorful
Cheerful
Great outdoors
Natural and earthy

Number of
Occupants: 3

Approximate
Area: 300 sq. ft.

Freelance Models

Activities: Fit samples while garment is evaluated; style show demonstrations in training room; works with pattern maker.

Needs: Changing room
Mirrors
Chairs
Closet

Wants: Plants
Music
Sink
Special lighting

Space
Description: Colorful
Great outdoors
Natural and earthy

Number of
Occupants: 5

Approximate
Area: 300 sq. ft.

INTERIOR SPACE ANALYSIS

DESIGN/PRODUCTION CONTINUED

Design Room

Production Pattern Maker

Activities: Once the line has been merchandised and the styles chosen mass production begins.

Needs: Tables
Built-in storage
Mannequins

Wants: Plants
Music
Natural lighting

Space
Description: Organized
Efficient
Comfortable
High energy

Number of
Occupants: 8

Approximate
Area: 600 sq. ft.

INTERIOR SPACE ANALYSIS

DESIGN/PRODUCTION CONTINUED

Showroom (Personnel)

Activities:

Sales Person: Sell the line; guide buyer in selections

Sales Records: Maintain accurate sales records; follow-up/stores that have purchase from J. Crew

Floor Person: In charge of showroom and models; maintains line in good shape; keeps sketchbook up to date; compiles all orders (retailers); in charge of style shows

Needs: Small office
Desk
Chair
Computer
Reception desk
Cash register
Clothing rack
Wall surface
Mirrors
Mannequins

Showroom continued

Needs: Task lighting
Shelving
Change room
Style show ramp

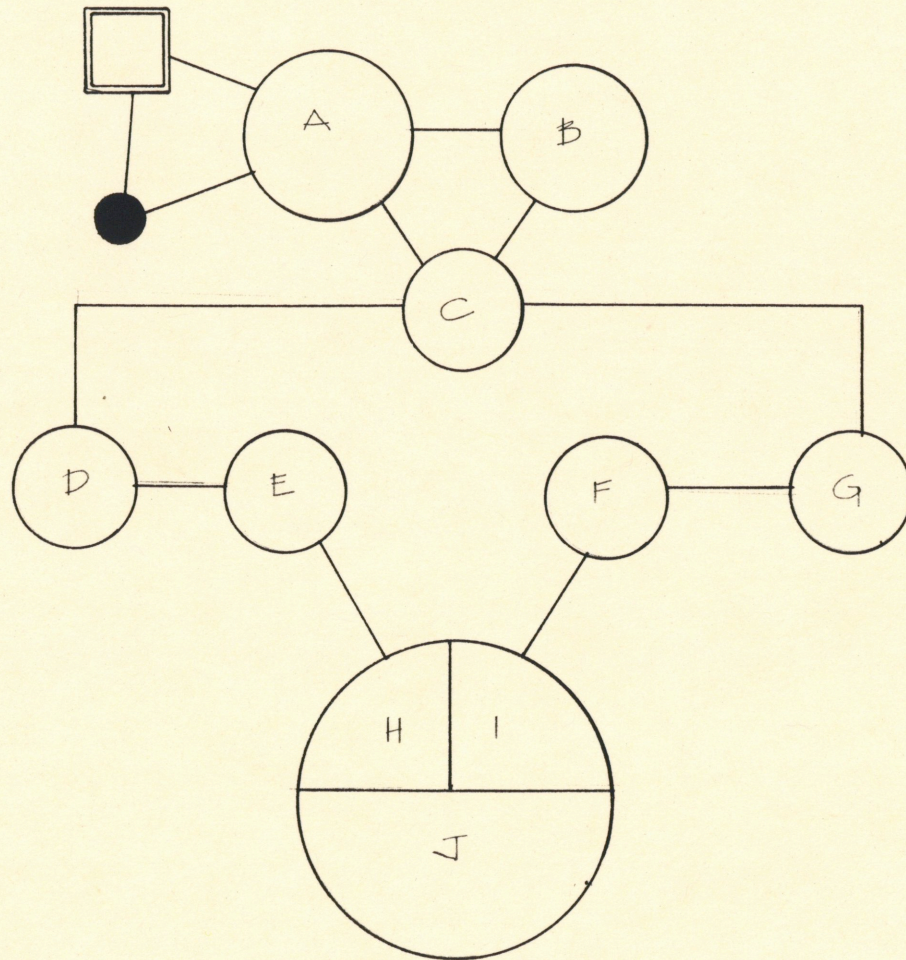
Wants: Plants
Music
Natural lighting
Drinking fountain

Space Description: Sense of place
Open and airy
Great out doors
Natural and earthy

Number of Occupants: 3-20

Approximate Area: 7,200 sq. ft.

DESIGN / PRODUCTION & SHOWROOM



<u>KEY</u>	
□	SECRETARIES
●	SAMPLE ROOM
A	DESIGNER
B	ASSISTANT DESIGNER
C	SAMPLE & DUP CUTTER
D	SAMPLE MAKER
E	SKETCHER
F	MODELS
G	PROD. PATTERN MAKER
H	CORPORATE PRESIDENT
I	MARKETING
J	SHOWROOM

INTERIOR SPACE ANALYSIS

HUMAN RESOURCE MANAGEMENT

Personnel Director

Activities: Placement of
employees; handles
relationships between
employees

Needs: Desk
Chair
Built-in storage
Computer
1-2 visitor chairs
Files

Wants: Plants
Art work

Space
Description: Private
Relaxing
Comfortable
Informal

Number of
Occupants: 1-3

Approximate
Area: 100 sq. ft.

Orientation Leader

Activities: Trains employees for new
jobs

Needs: Desk
Chair
Built-in storage
Computer

Wants: Plants
Art work

Space
Description: Exciting
Invigorating
Energetic
Natural
Outdoors

Number of
Occupants: 1

Approximate
Area: 100 sq. ft.

INTERIOR SPACE ANALYSIS

HUMAN RESOURCE MANAGEMENT CONTINUED

Quality Control

Activities: Improves materials handling and work methods throughout different departments in corporation; research labor efficiency and employee comfort

Needs: Desk
Chair
Built-in storage
1 visitor chair

Wants: Plants
Coffee maker

Space Description: Interaction
Comfortable
Relaxing

Number of Occupants: 1-2

Approximate Area: 100 sq. ft.

Secretary

Activities: Screens phone calls to Human Resource Management department; secretarial duties within department

Needs: Work surface
Chair
Built-in storage
Computer
Printer
Copier
Task lighting
Separate area for employee files

Wants: Extra outlets
Message mailbox

Space Description: Private
Organize
Efficient
Contained

Number of Occupants: 1

Approximate Area: 200 sq. ft.

INTERIOR SPACE ANALYSIS

HUMAN RESOURCE MANAGEMENT CONTINUED

Training Room

Activities: Accommodate marketing personnel for conferences; used by corporate president, designer and merchandising for evaluation of sample designs; used by Human Research department for training and orientation

Needs: Seating (Auditorium)
Screen
Projector
Built-up platform
Speakers
Acoustic control
Podium

Wants: Air circulation
Moveable partition
wall

Human Resource Management continued

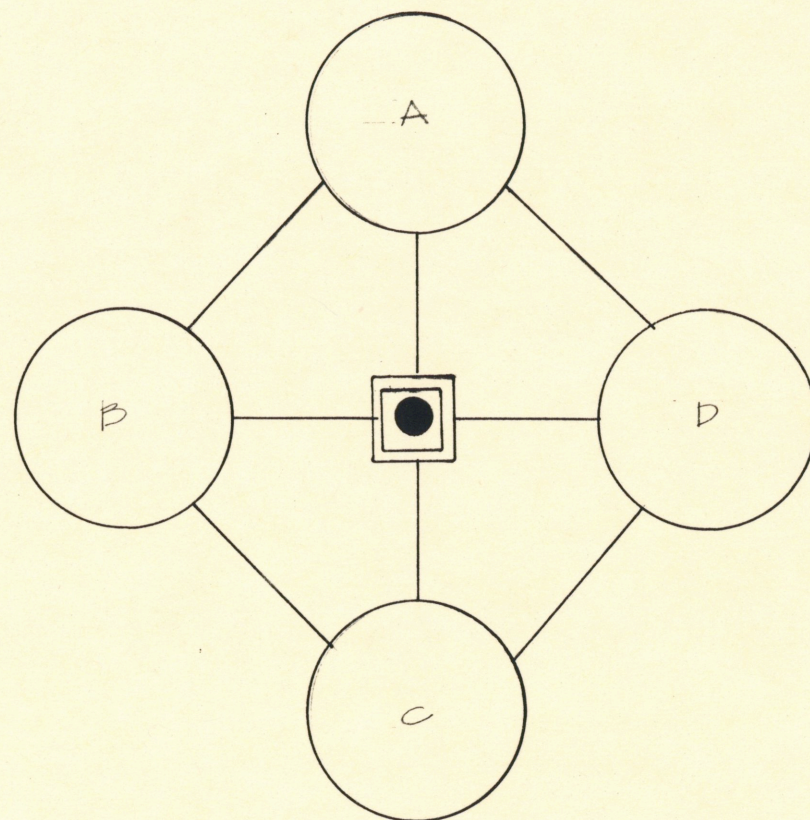
Space

Description: Good view of screen and podium speaker from seats
Human scale
Relaxing

Number of
Occupants: 20-40

Approximate
Area: 1,800 sq. ft.

HUMAN RESOURCE MANAGEMENT



KEY	
	SECRETARY
	EMPLOYEE FILE
A	ORIENTATION LEADER
B	PERSONNEL DIRECTOR
C	SAFETY & MATERIALS EQUIP MANAGER
D	TRAINING ROOM

INTERIOR SPACE ANALYSIS

FINANCE & ACCOUNTING

Finance Analysis

Activities: Handle corporate finances

Needs: Desk
Chair
Storage built-in
Open shelving
Visitor chair
Computer

Wants: Plants
Coat closets

Space Description: Private
Open office
Comfortable

Number of Occupants: 1-2

Approximate Area: 100 sq. ft.

Data Processing

Activities: Update accounting records payroll

Needs: Work surface
Built-in storage
Chairs
Computers
Special computer equipment
Rubber padding
Acoustic treatment

Wants: Quiet
Comfortable
Relaxing

Number of Occupants: See Accountants

Approximate Area: 300 sq. ft.

INTERIOR SPACE ANALYSIS

FINANCE & ACCOUNTING CONTINUED

Accountants

Activities: Input data access to
computer equipment

Needs: Work surface
Chairs
Built-in storage
Computers

Wants: Plants
Art work

Space
Description: Quiet
Open office
Relaxing

Number of
Occupants: 2

Approximate
Area: 400 sq. ft.

Secretary

Activities: Screen calls; secretary
duties for department

Needs: Work surface
Chair
Built-in storage
Computer
Print out
Photocopier

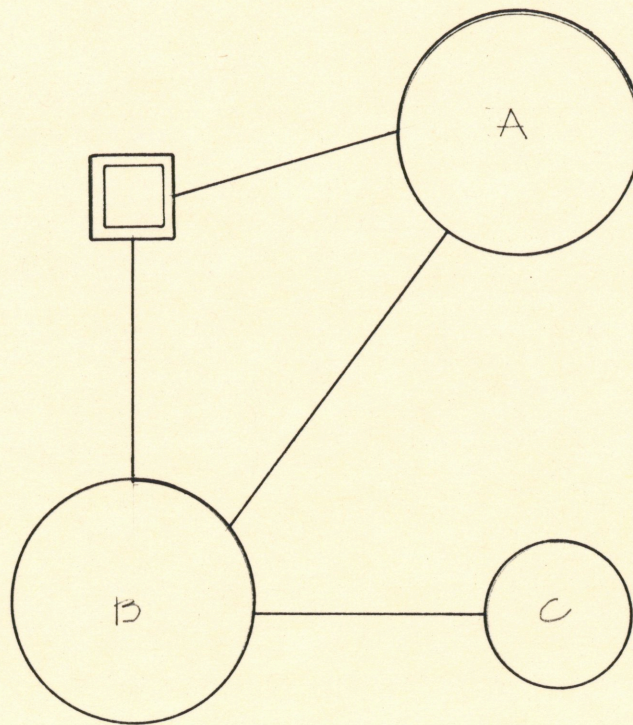
Wants: Plants
Art work

Space
Description: Quiet
Great outdoors
Natural and earthy

Number of
Occupants: 1

Approximate
Area: 100 sq. ft.

FINANCE



<u>KEY</u>	
	SECRETARY
A	FINANCIAL ANALYSTS
B	ACCOUNTANTS
C	DATA PROCESSING

INTERIOR SPACE ANALYSIS

SHIPPING AND RECEIVING

Manager

Activities: Receive purchase
orders from
departments; receives
and distributes
orders; computerized
inventory

Needs: Desk
Chair
Computer
Task lighting
Visitor chair

Wants: Plants
Music

Space
Description: Bright
Cheery
Relaxing

Number of
Occupants: 1-2

Approximate
Area: 100 sq. ft.

Storage and Unloading

Activities: Dry storage of inventory

Needs: Empty floor space (for
boxes)
Categorized shelving
Loading dock

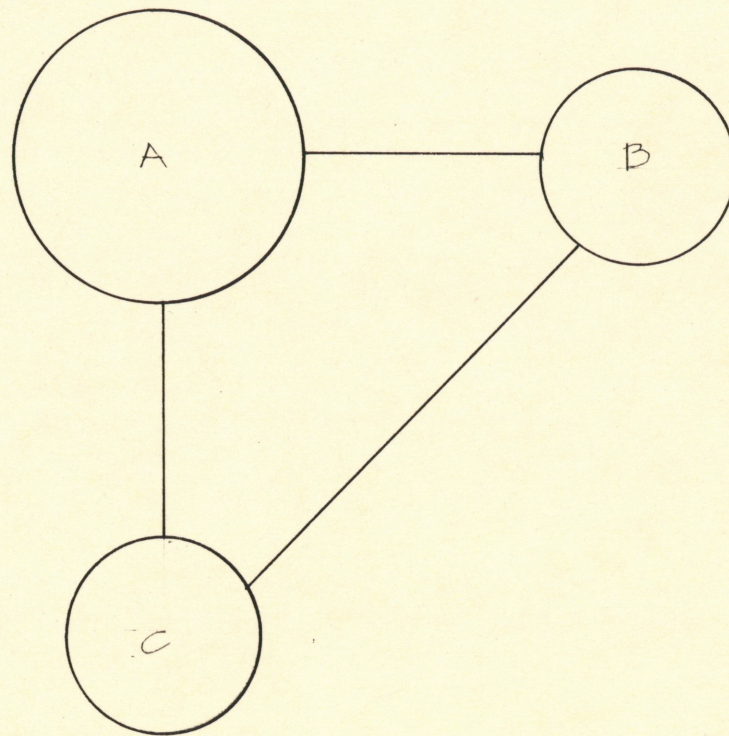
Wants: Music
Verticle circulation
Air circulation

Space
Description: Bright
Cheery
High energy

Number of
Occupants: 5

Approximate
Area: 525 sq. ft.

SHIPPING & RECEIVING



KEY

A LOADING DOCK

B MANAGER

C DELIVERY PERSONNEL

INTERIOR SPACE ANALYSIS

ENTRY (NORTH ENTRANCE)

Activities: Receptionist to
operate switchboard;
directory for clients;
employee entrance

Needs: Desk
Chair
Switchboard
Directory

Wants: Plants
Music
Art work

Space
Description: Inviting
Natural
Express corporate
identity

Number of
Occupants: 1-4

Approximate
Area: 256 sq. ft.

INTERIOR SPACE ANALYSIS

JANITORIAL SERVICES

Custodial Office

Activities: Supervises janitors
and janitresses;
inventory of supply
room

Needs: Desk
Chair
1 visitor chair
Computer
Built-in storage

Wants: Natural lighting
Plants

Space
Description: Private

Number of
Occupants: 1-2

Approximate
Area: 100 sq. ft.

Cleaning Units

Activities: One on each 4th and 5th
floor; supply janitors
or janitresses carts for
floor

Needs: Shelves
Large sink
Counter

Wants: Music

Space
Description: Clean
Organized

Number of
Occupants: 1

Approximate
Area: 49 sq. ft. per floor
4th & 5th
98 sq. ft. total

INTERIOR SPACE ANALYSIS

JANITORIAL SERVICES CONTINUED

Supply Room

Activities: Accumulates laundry
and garbage to be
shipped out of
building; inventory to
restock janitorial
closets (1 per floor);
storage for carts

Needs: Large floor area
Shelving
Checkout counter

Needs: Natural lighting
Music
Plants

Space
Description: Functional
Organized
Contained
Efficient
Clean

Number of
Occupants: 1-6

Approximate
Area: 300 sq. ft.

INTERIOR SPACE ANALYSIS

RESTAURANT

Kitchen

Activities: To serve J. Crew
Corporation employees

Needs: Dry storage
Cold storage
Counter space
Dish washing system
Two ovens/Grill
Soupwarmer
Sinks
Steamer
Coffeemaker unit
Ventilation
Microwave
Storage for plates,
glasses & silverware
Acoustical treatments

Wants: Music
Natural lighting

Space
Description: Organized
Efficient
Clean
Functional

Number of
Occupants: 5

Approximate
Area: 700 sq. ft.

Dining

Activities: Large flexible dining
area; accommodate small
banquets

Needs: Moveable wall
Tables
Chairs
Atrium-terra cotta tile
Garbage bins
Salad bar
Special lighting

Wants: Natural lighting
View
Music
Plants
Smoking/non smoking
sections

Space
Description: Open and airy
Rejuvenating
Interaction
Functional
Clean

Number of
Occupants: 50

Approximate
Area: 1,200 sq. ft.

INTERIOR SPACE ANALYSIS

PHYSICAL FITNESS CENTER

Receptionist
 Activities: Checks employee ID's;
 makes appointments;
 files medical records

Needs: Work surface
 Chair
 Computer
 File: medical records

Wants: Plants
 Music
 Art work

Space
 Description: Interaction

Number of
 Occupants: 1-4

Approximate
 Area: 100 sq. ft.

Aerobics Room

Activities: Aerobics class taught by
 certified instructor

Needs: Mirrors
 Carpeting
 Stage
 Stereo
 Speakers

Wants: Plants
 Natural lighting
 Drinking fountains

Space
 Description: Soft
 Plush
 High energy
 Exciting
 Invigorating
 Spacious

Number of
 Occupants: 20

Approximate
 Area: 800 sq. ft.

INTERIOR SPACE ANALYSIS

PHYSICAL FITNESS CENTER CONTINUED

Weight Room
 Activities: Available to employees
 on an appointment
 basis; certified
 instructors available

Needs: Mats
 Mirrors
 Weight lifting
 equipment
 Stereo
 Speakers

Wants: Plants
 Natural lighting
 Drinking fountain

Space
 Description: High energy
 Invigorating
 Spacious

Number of
 Occupants: 20

Approximate
 Area: 800 sq. ft.

Mens' & Womens' Locker Rooms

Needs: Mirrors
 Built-in lockers
 Benches
 Counter/sinks
 Drinking fountain
 Towel drop and pick up
 Showers
 Toilets
 Special lighting

Wants: Music
 Plants
 Telephone
 Lotion & soap dispensers

Space
 Description: Warm
 Clean
 Private
 Relaxing

Number of
 Occupants: 20 per locker room

Approximate
 Area: 500 sq. ft. each
 1,000 sq. ft. total



Interior Space Summary_____

INTERIOR SPACE ANALYSIS SUMMARY

	sq. ft.	Number of Employees
Executive	3,224	4
Marketing	2,460	19
Design/Production	2,700	28
Showroom	7,200	3
Fin/Accounting	900	8
Human Resource Mgmt.	500	4
Training Room	1,800	
Shipping & Receiving	625	6
Janitorial Services	498	5
Entry	256	1
Restaurant	1,900	15
Physical Fitness Center	2,700	2
Toilet Rooms	<u>1,446</u>	—
 Total	 <u>26,209</u>	 95

Total square footage of Hennessy's
Building 102,630 sq. ft.

Area to be used by J. Crew

1st Floor	8,963
4th Floor	7,591
5th Floor	<u>9,655</u>
 Total	 <u>26,209</u>

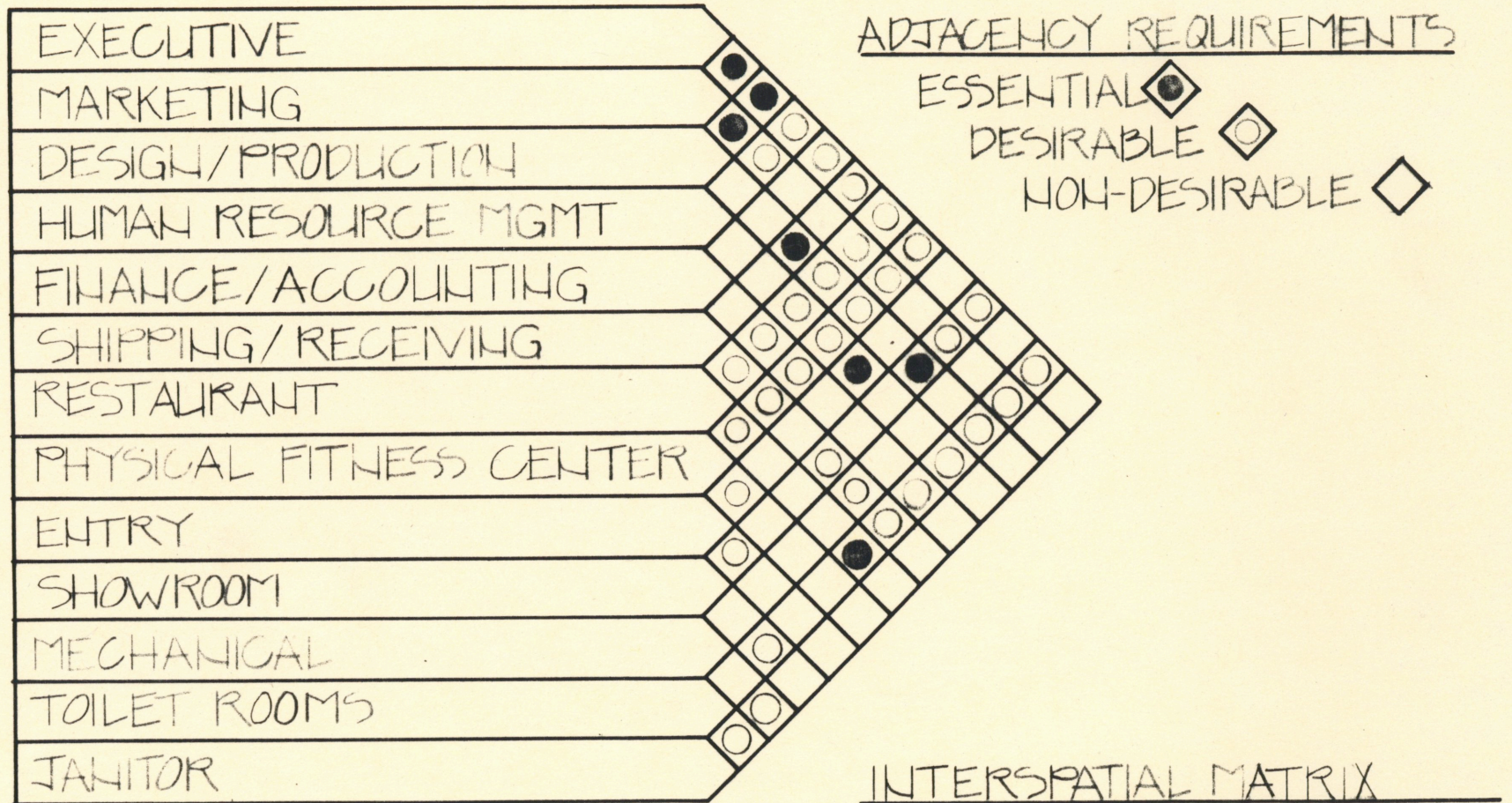
Unoccupied space will be leased out.

Mechanical Room 4,000 sq. ft.
Located in mezzanine above west end
of first floor



Diagrammatics_____

DIAGRAMMATICS



DIAGRAMMATICS

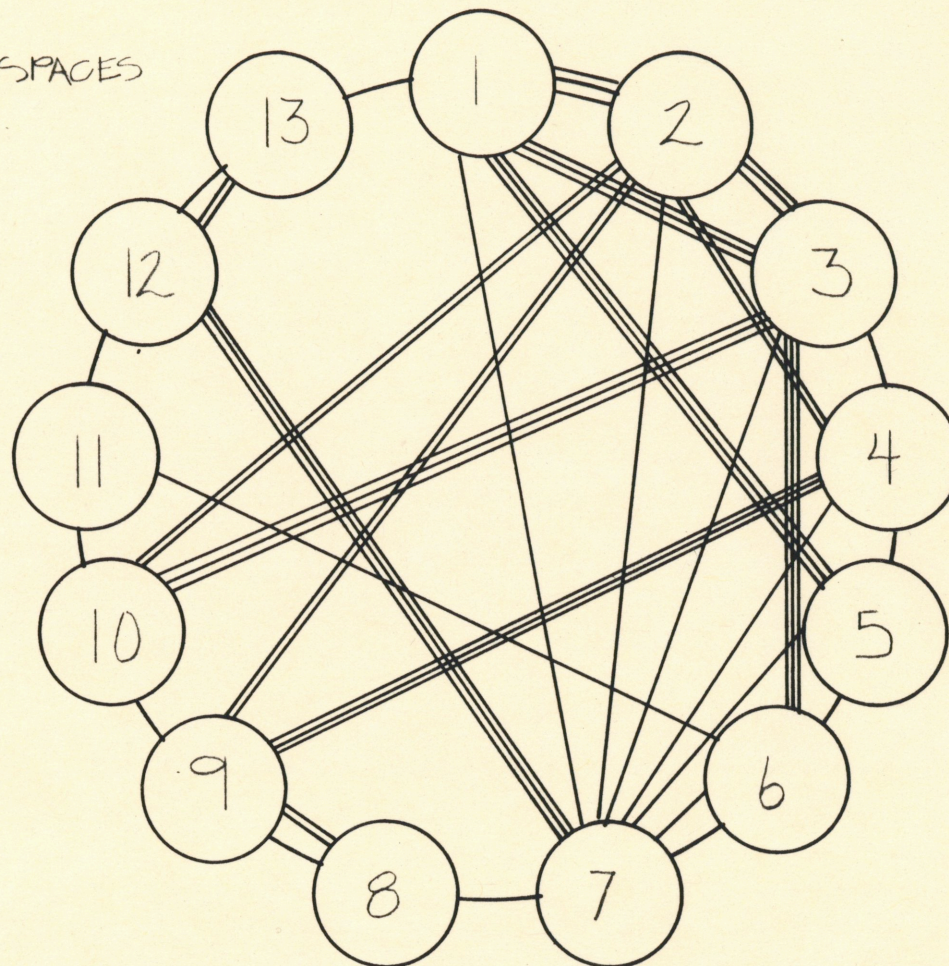
THE FOLLOWING DIAGRAMS
ARE ESSENTIAL TO THE
BEGINNING DESIGN PROCESS.
THEY HELP TO SYNTHESIS &
ORGANIZE INFORMATION.

THE FOLLOWING KEY
IS USED ON DIAGRAMS

1. EXECUTIVE
2. MARKETING
3. DESIGN / PRODUCTION
4. HUMAN RESOURCE MGMT
5. FINANCE & ACCOUNTING
6. SHIPPING & RECEIVING
7. RESTAURANT
8. PHYSICAL FITNESS CENTER
9. ENTRY
10. SHOWROOM
11. MECHANICAL
12. TOILET ROOMS
13. JANITOR

DIAGRAMMATICS CONT.

INTERACTION OF SPACES

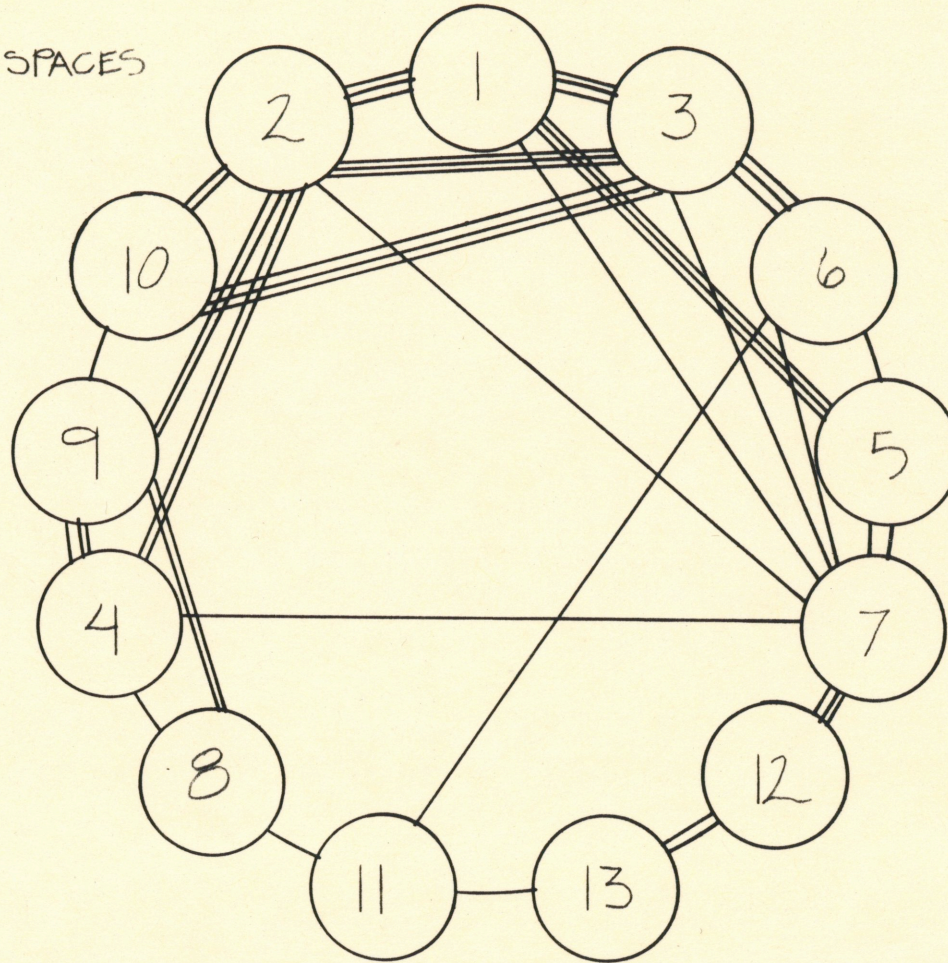


SYMBOLIC REPRESENTATION OF SPACES & INTERACTION BETWEEN THEM. SPACES ARE ARRANGED WITH NO EMPHASIS ON SIZE OR LOCATION.

KEY	
≡	INTENSE INTERACTION
=	MEDIUM INTERACTION
—	LOW INTERACTION

DIAGRAMMATICS CONT.

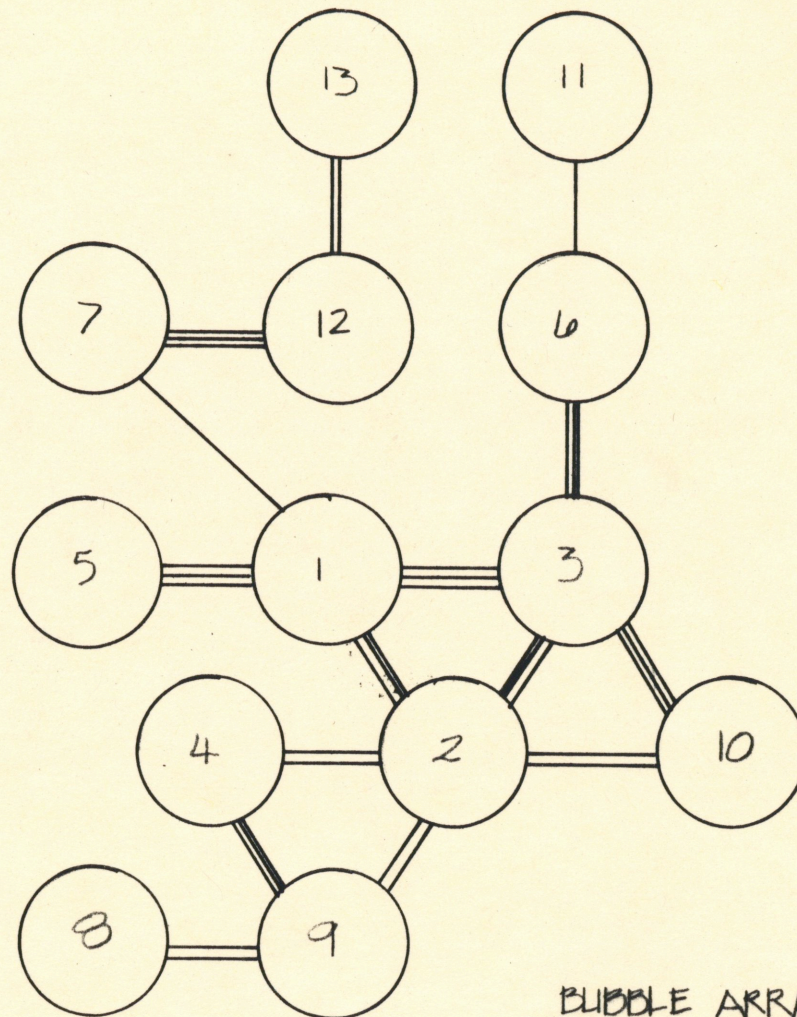
INTERACTION OF SPACES



SPACES ARE REARRANGED ACCORDING TO RELATIONSHIP WITH ONE ANOTHER. SPACES HAVING INTENSE INTERACTION TAKE PRIORITY TO ADJACENCIES.

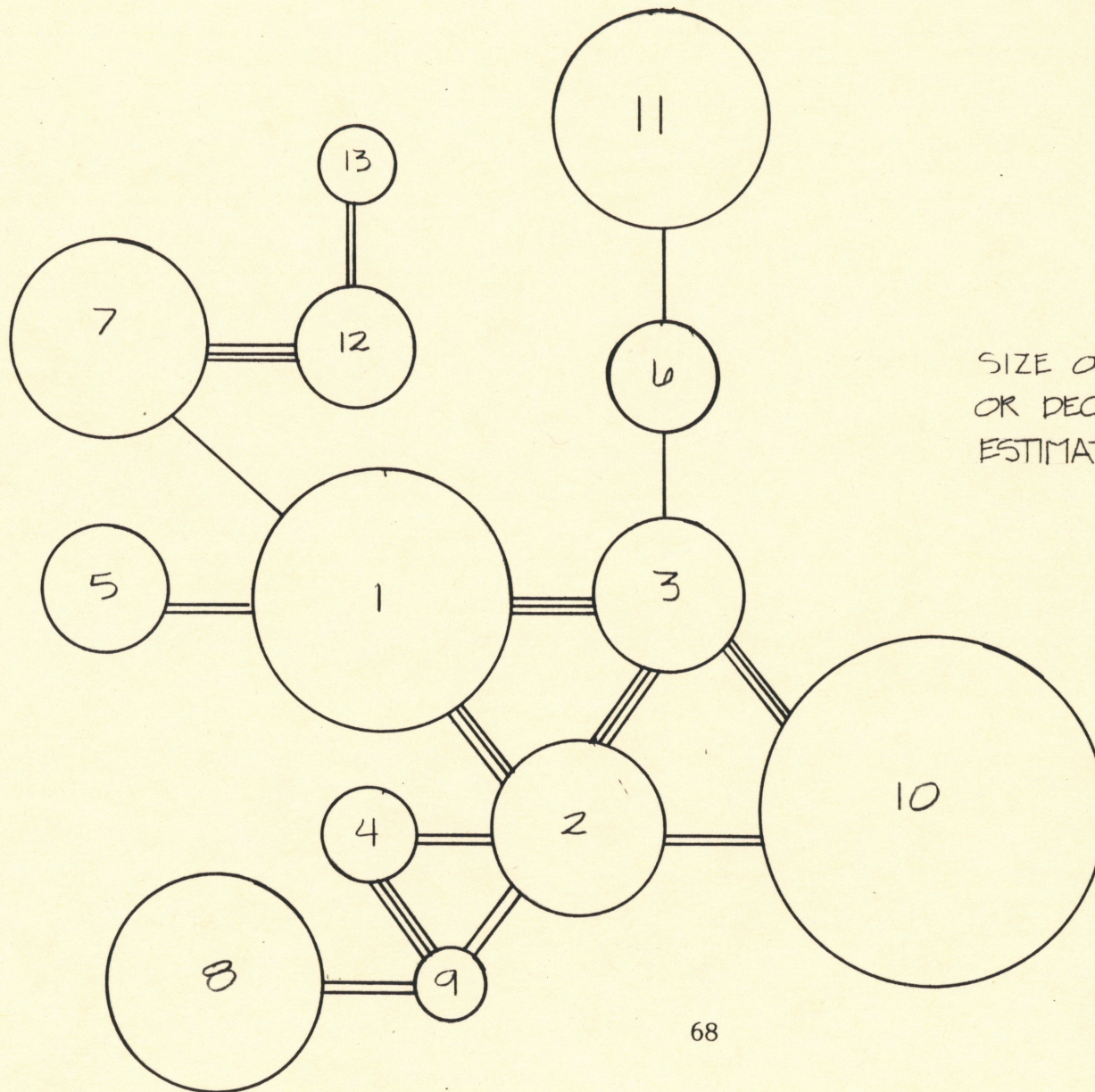
KEY	
≡	INTENSE INTERACTION
=	MEDIUM INTERACTION
-	LOW INTERACTION

DIAGRAMMATICS CONT.



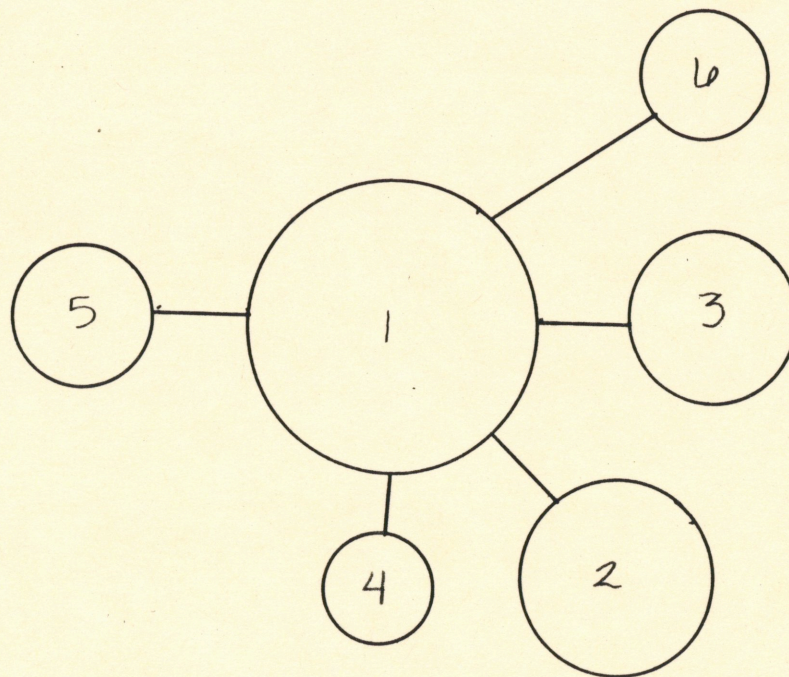
BUBBLE ARRANGED ACCORDING TO
PRIORITIZATION OF INTERACTION
BETWEEN SPACES

DIAGRAMMATICS CONT.



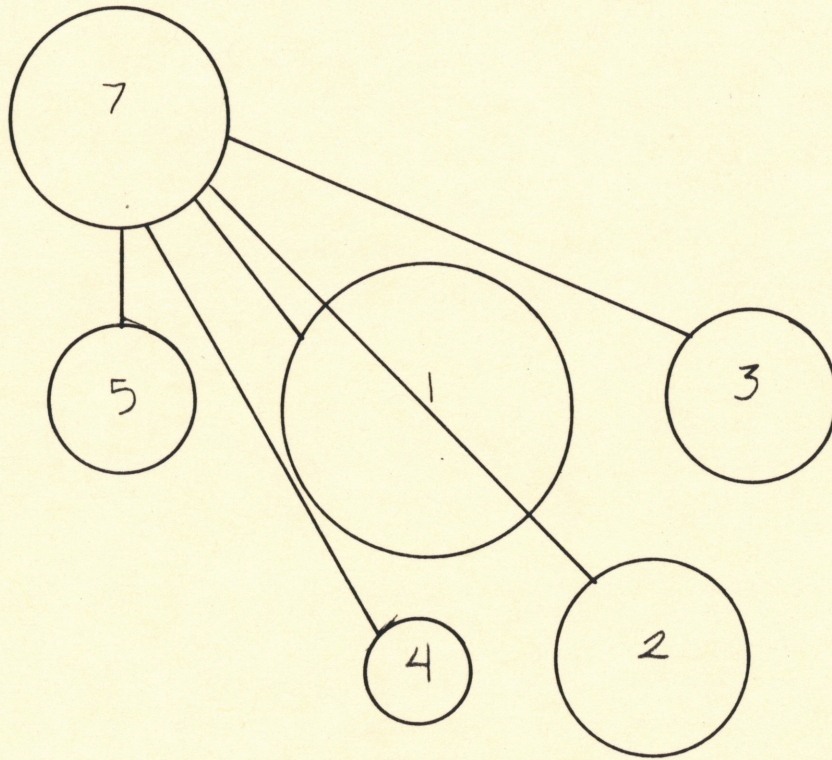
SIZE OF BUBBLES INCREASE
OR DECREASE ACCORDING TO
ESTIMATED SQUARE FOOTAGE

DIAGRAMMATICS CONT



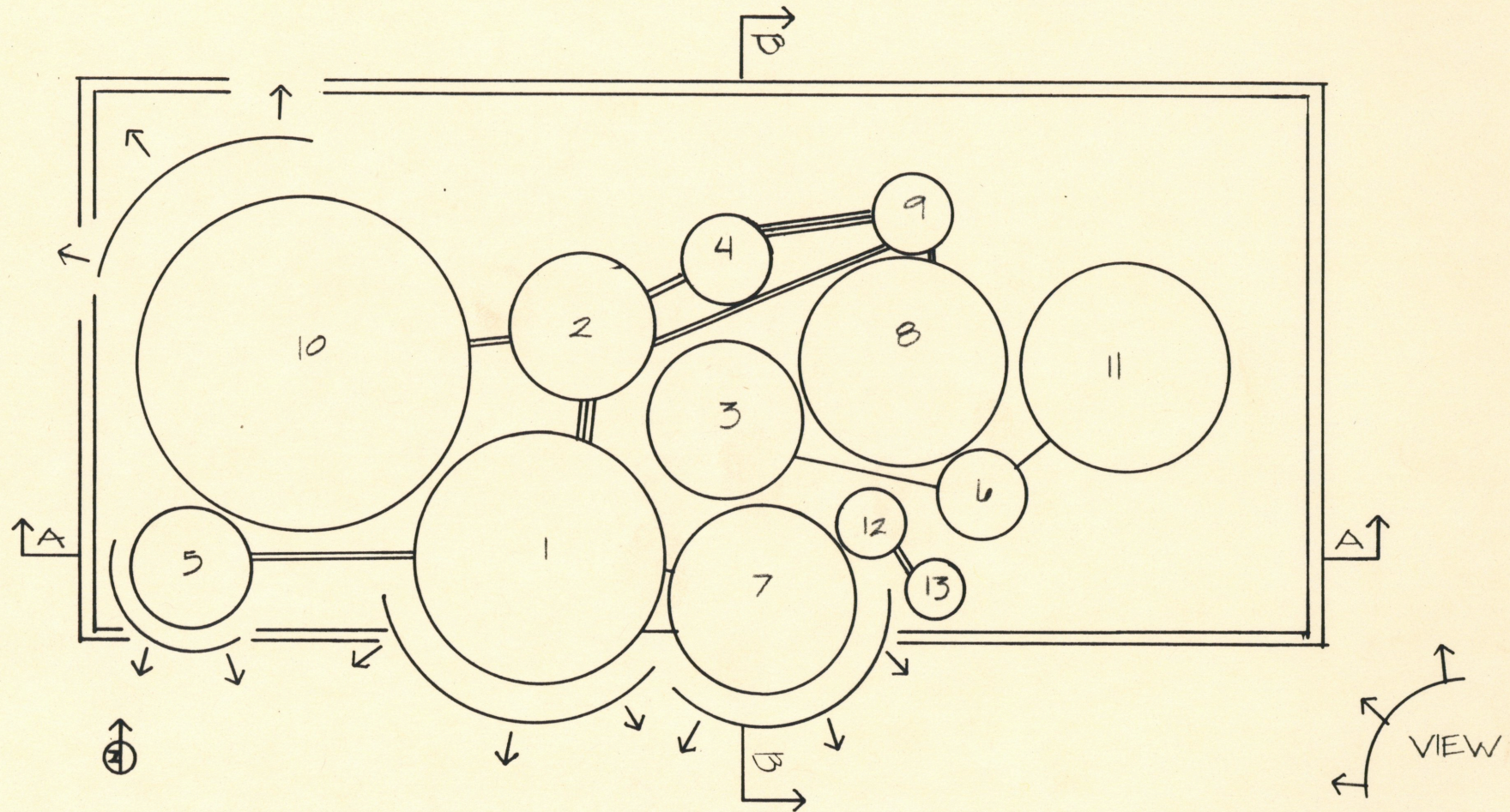
RELATIONSHIPS WITH
EXECUTIVE DEPT.

DIAGRAMMATICS CONT.



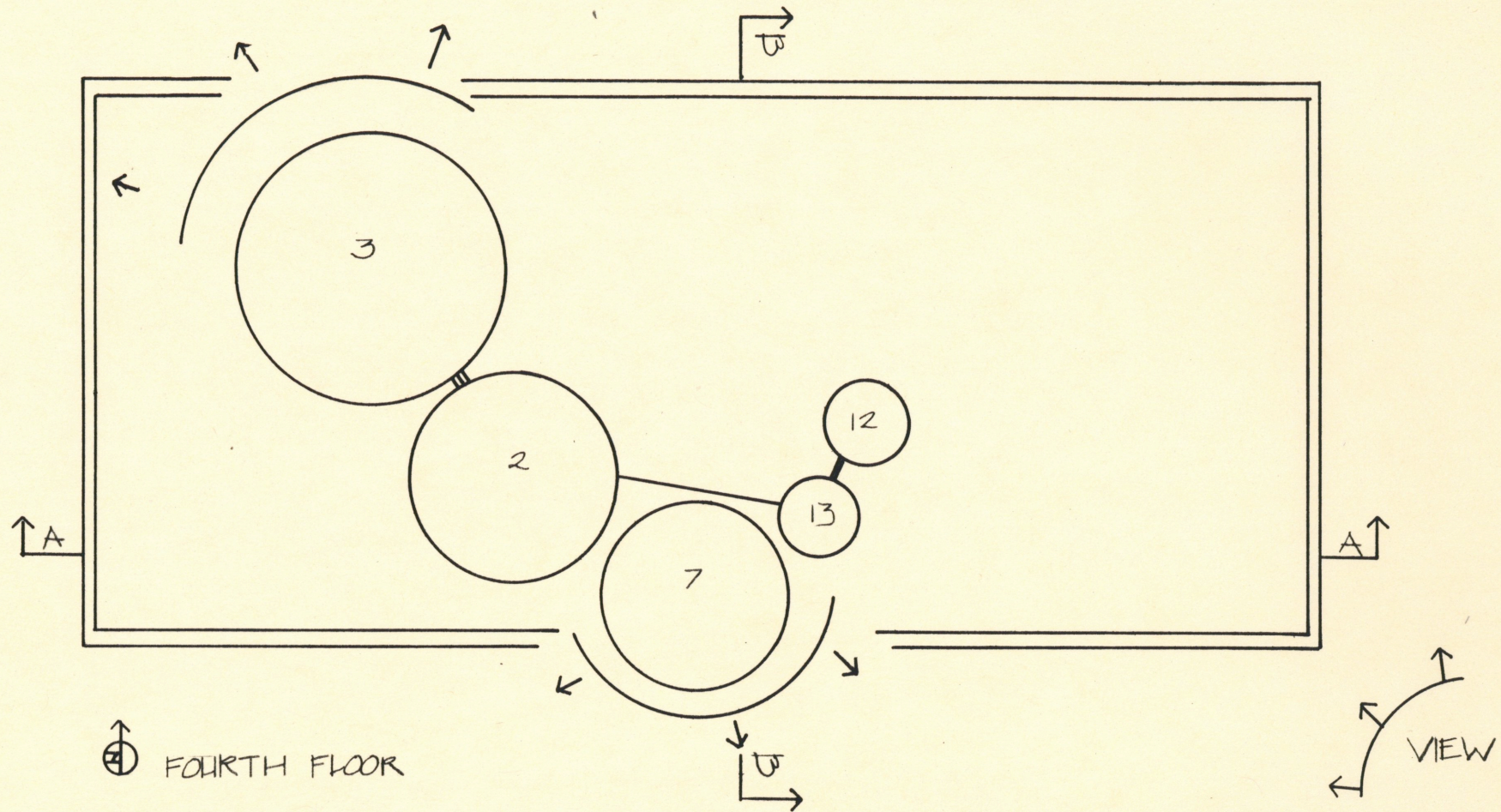
RELATIONSHIPS WITH
RESTAURANT

DIAGRAMMATICS CONT.



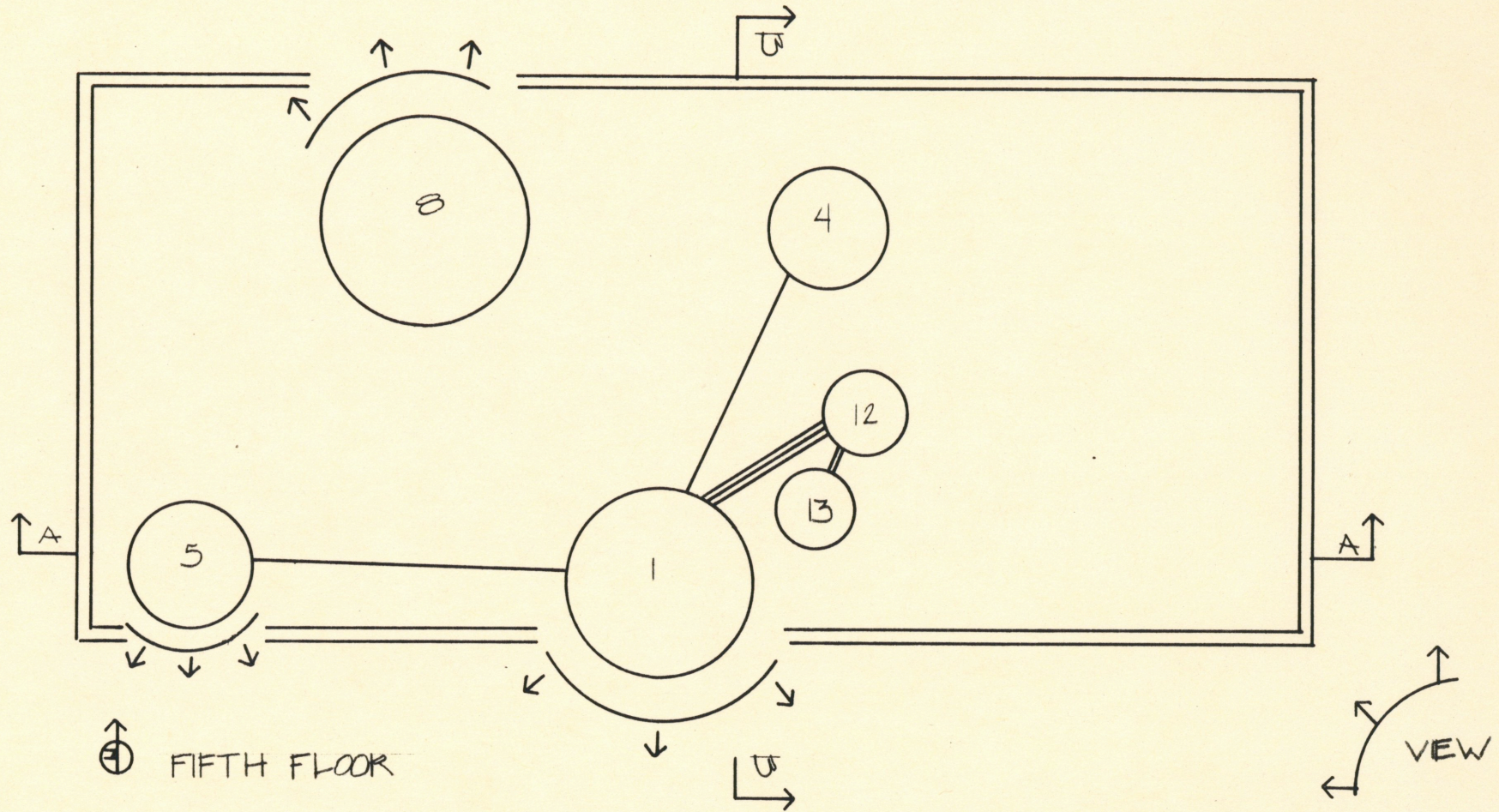
BUBBLES ARE PLACED IN INTERIOR SHELL OF BUILDING. INTERACTION BETWEEN RELATIONSHIPS CONFORM TO SPACE.

DIAGRAMMATICS CONT.



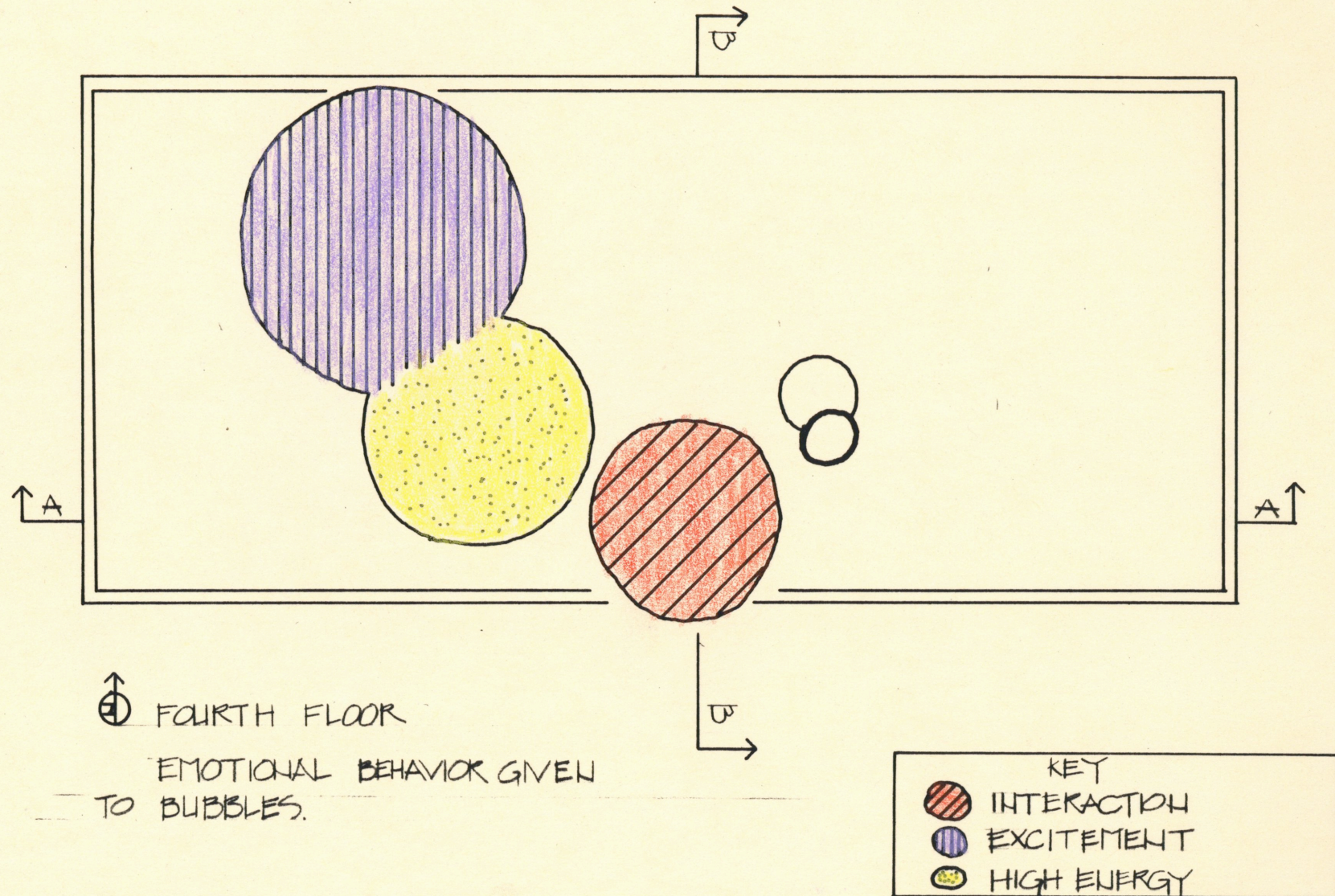
BUBBLES ARE DISPERSED TO DIFFERENT FLOORS ACCORDING TO SPACE RELATIONSHIPS

DIAGRAMMATICS CONT.

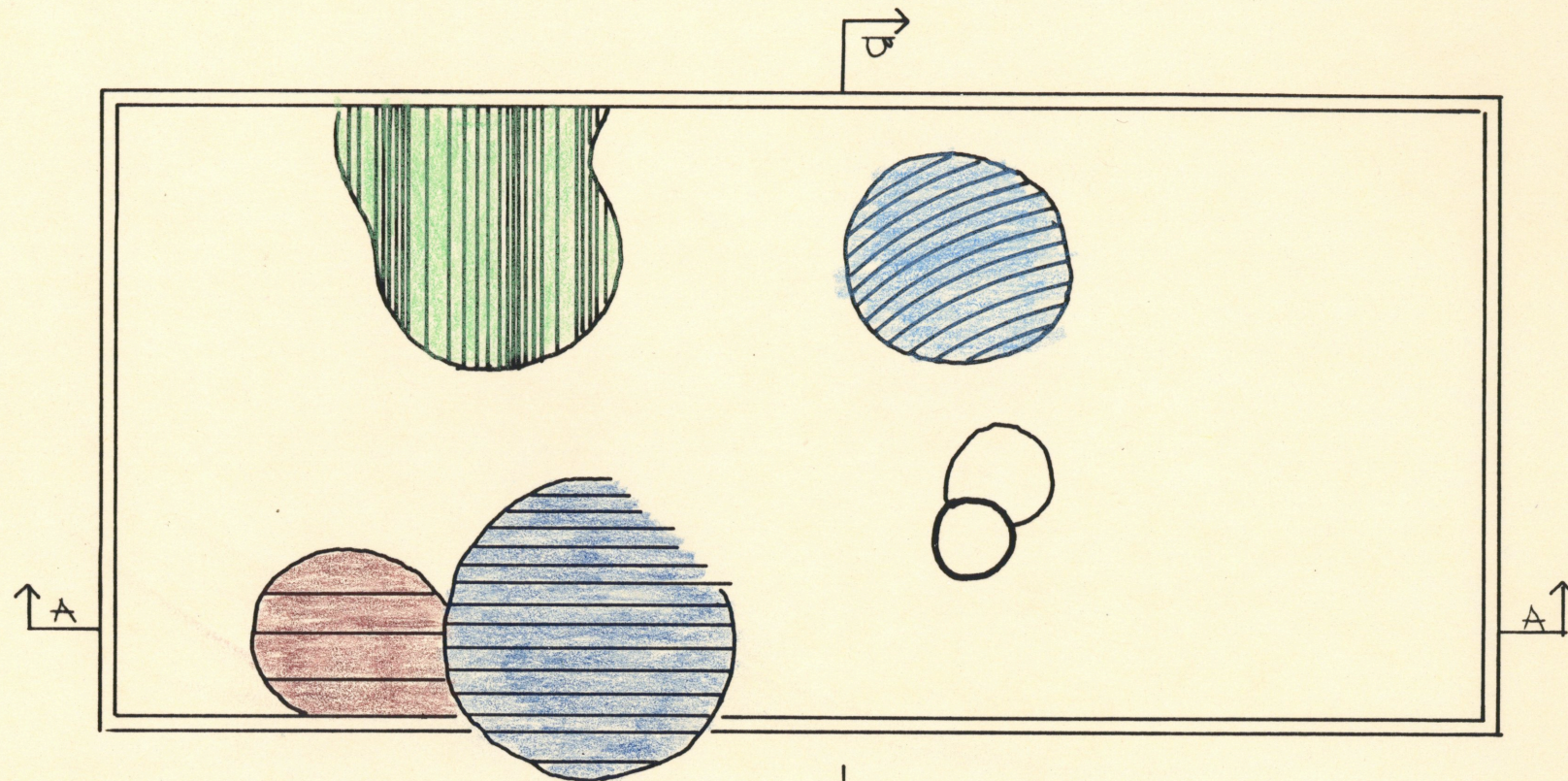


BUBBLES ARE DISPERSED TO DIFFERENT FLOORS ACCORDING TO SPACE RELATIONSHIPS

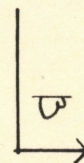
DIAGRAMMATICS CONT.



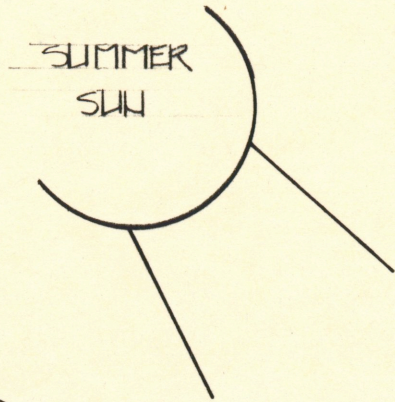
DIAGRAMMATICS CONT.



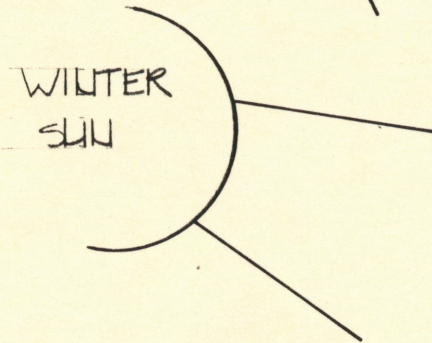
 FIFTH FLOOR
 EMOTIONAL BEHAVIOR GIVEN
 TO BUBBLES



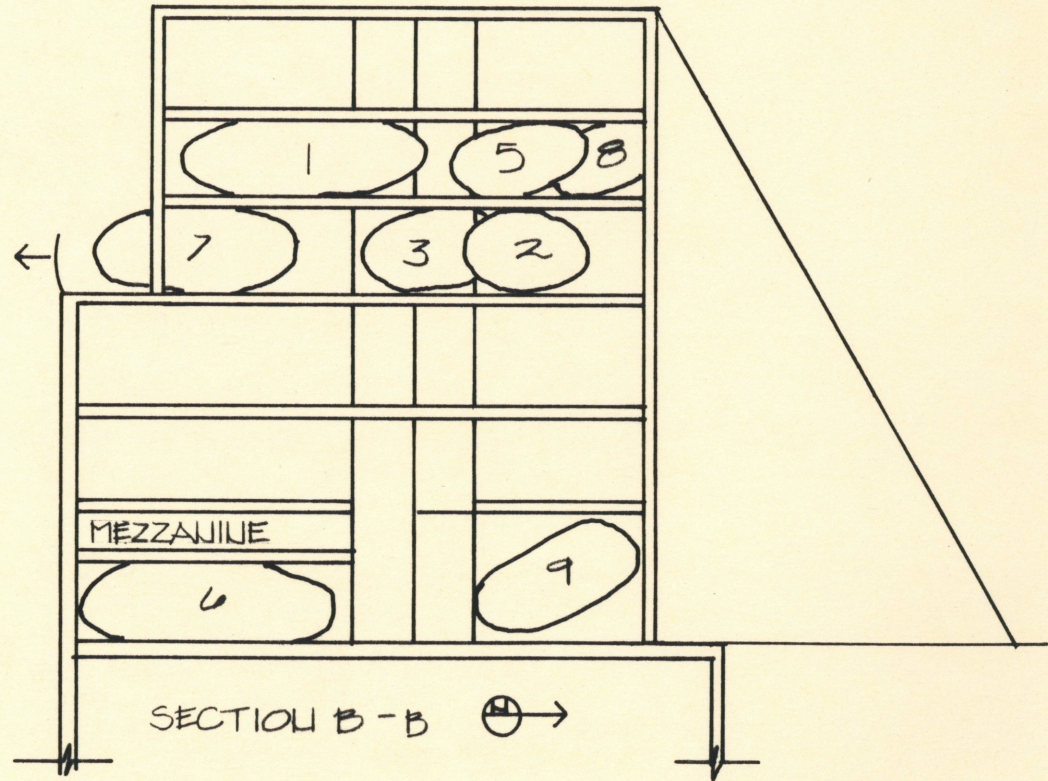
KEY	
	CONSTRUCTIVE
	FORMAL
	RELAXING
	ISOLATED
	INVIGORATING



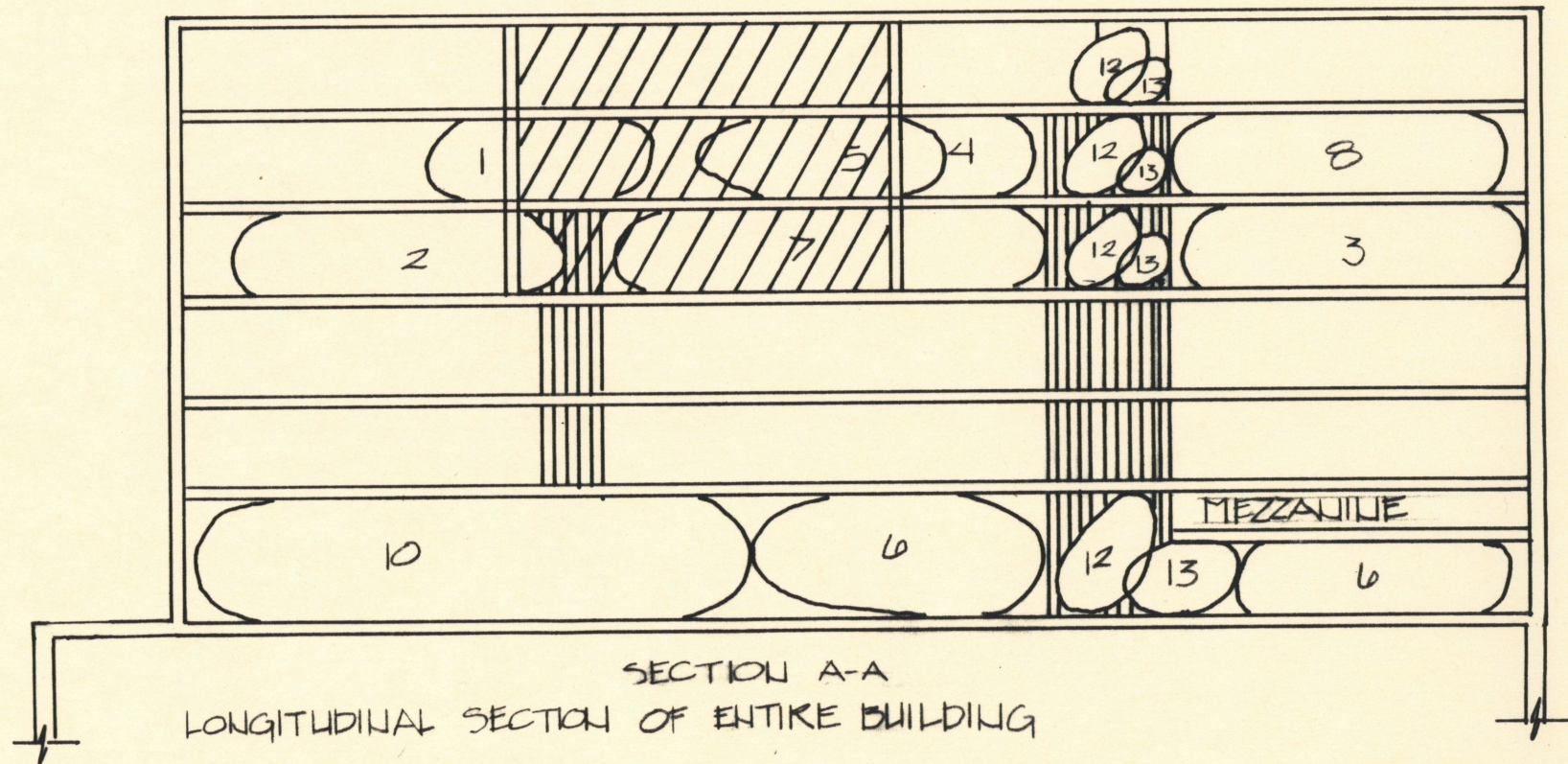
DIAGRAMMATICS CONT.



TRANSVERSE SECTION VIEW
OF ENTIRE BUILDING.



DIAGRAMMATICS CONT.





Handicapped Requirements_____

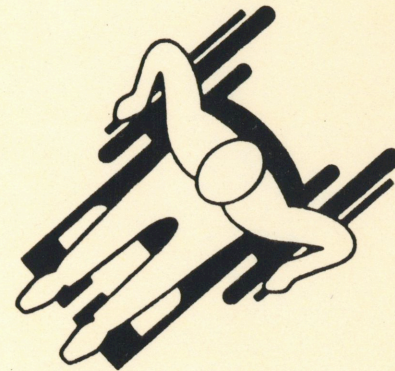
HANDICAPPED REQUIREMENTS

The Hennessy's Building is up to code requirements for the handicapped.

Ramps are located at both the north and south entrances. The passenger elevators are both located at the north entrance, and are both easily accessible. Existing toilet rooms are up to date also.

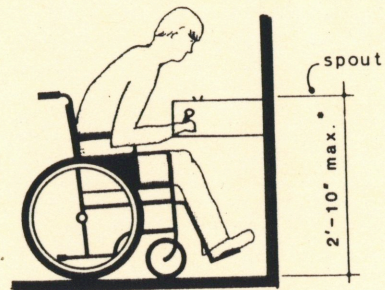
Drinking fountains, locker rooms toilets, sinks and showers will be designed to conform to handicapped requirements. General requirements are used on the following pages.

One other area of concern is the sidewalk along the exterior north side. This side is in constant shade creating a hazard with ice and snow. Constant maintenance during the winter months is required.

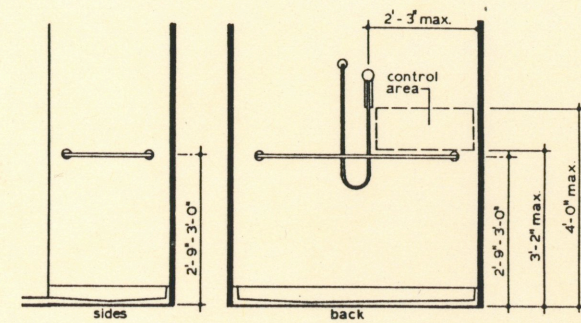


HANDICAPPED REQUIREMENTS CONTINUED

Drinking Fountains



Shower Stalls

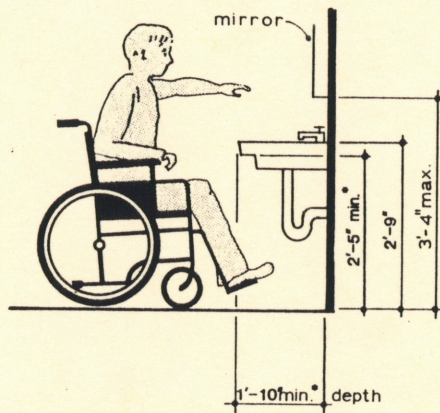


GRAB BARS AT SHOWER STALLS

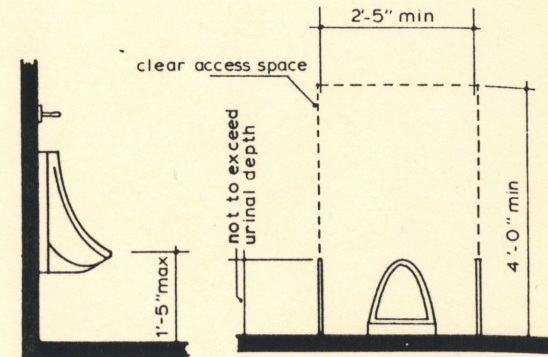
Source: Handicapped Requirements

HANDICAPPED REQUIREMENTS CONTINUED

Lavatory Clearances

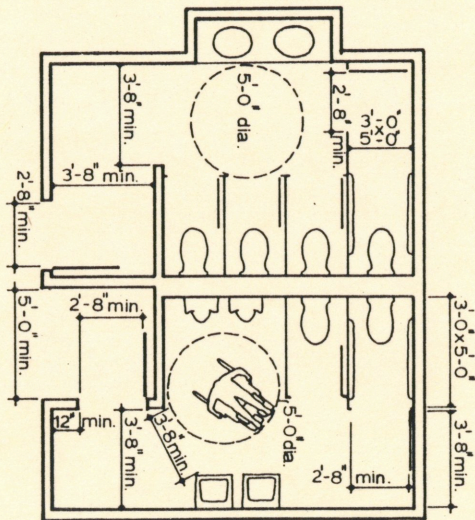


Urinal



Source: Handicapped Requirements

Public Toilet Dimensions



81



Building Code Search_____

BUILDING CODE SEARCH

Required Codes	
Building	UBC
Fire	UFC
Mechanical	UMC
Plumbing	UPC
Electrical	HEC
Energy	Model Energy Code
Barrier Free	UBC
Occupancy Group(s)	B-2
Fire Resistance of	
Exterior Walls	1 Hr less than 20'
Openings in Exterior Walls	Not permitte less than 5'
	Protected less than 10'
Occupancy Separation(s)	NA
Construction Type	Type I
Allowable Floor Area	Unlimited
Area Separation Wall	
Required	NA
Maximum Building Height	
Stories	Unlimited Existing
	6 stores
Feet	Unlimited

Fire Resistive Requirements	
Exterior Walls	4
Interior Walls	3
Partitions	1
Structural Frame	3
Shafts	2
Floors	2
Roofs	2
Exceptions	
Atrium Opening	30 min. sq. ft. 900
Parapet Required	Yes
Roof Construction and Covering	
Class (UBC, UL, FM)	C
Exists	
Use	Retail Office Conf.
Occupant Load Factor	30 sq. ft.,
	100 sq. ft., 15 sq. ft.
Occupant Load	240, 92.4 186 sq. ft.
Number of Exists	
Required	1min 2min
Number of Exists Required	
from second floor	2
Deat End Corridor Length	
	Not exceeding 20' in length
Total Width of Exits	
Required	1.4
Distance Between Exist	
	Not less than 1/2" length
	of max diagonal

BUILDING CODE SEARCH CONTINUED

Exists Continued

Distance to Exits More than 150'
 (not sprinkled) Dim
 200'/sprinkler

Doors

Swing out required Yes
 Special hardware req'd. No

Corridors

Width Not less than 44"
 Height Not less than 7'
 Construction 1Hr
 Openings 20 MHI

Stairs

Width Not less than 44"
 Rise & Run Not less than 4"
 or greater than 7"
 riser not less than 10" run
 Handrails Each Side
 Roof Stair Required Yes

Special Exit Requirements NA

Sprinklers Required Yes

Flame Spread Requirement

Stairs I
 Corridors II
 Rooms III

Case Studies_____

CASE STUDY #1

Expressing An Image

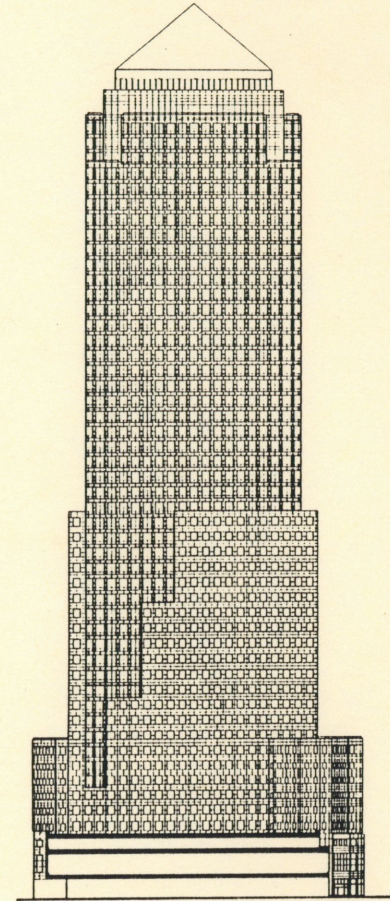
Designers: Swanke, Hayden Connell Architect

The American Express Tower in New York, one of the largest single interiors projects, is a 22 million square foot tower expressing a new urban corporate image. Designers from afar and employees of the tower admire the quality and integrity sensed from this building. There is a purposeful sharing of elegance felt by each employee, no matter what their job title.

Height alone is enough to attract headlines but special applause must be given to this building in which the architecture and interior architecture work together complimenting one another.

This 52 story tower facilitates banking, trading, traveling and financial services as well as providing special employee concessions. Each operation has its own distinct manner within an overall design theme.

The design theme used is simply "street". The excitement and atmosphere from off the street was brought to the interiors, which was easy to achieve on the trade floors, where a record 1,500 traders participate daily. Control and continuity were essential to avoid chaos.



CASE STUDY #1 CONTINUED

Two entire floors are devoted to American Express's 7,500 employees. Both floors are conveniently accessible by escalator and elevator from the second floor lobby which is secured by a computerized security system. These two floors comprise a full-range cafeteria and restaurant service, a physical fitness center, medical facility, employee services office and employee lounge.

American Express provides dining of a variety of types. The well-known Marriot runs both food facilities. The cafeteria seats approximately 1,100 people and is designed for both large and small gatherings. It also has a disco floor to handle small parties. To eat in the formal restaurant one must have reservations. Lighting and delicate detailed materials create an elegant dining atmosphere.

Another food service provided is a short stop-fast lunch operation. Some 1,000 bag lunches individually ordered each morning are sent upstairs for rushed business men and women to eat at their desks. Thoughtful conveniences conceived by management encourage positive attitudes.

The 1,500 square foot physical fitness center is staffed with eight specialists and is handicapped accessible. It has two aerobic rooms and two equipment rooms with a variety of machines, video monitors and headsets. Employees must sign-up to use this elaborate facility but it is well worth the effort.

The employee lounge is provided for rest and relaxation. Nothing extra comfortable though, sleeping is discouraged.

CASE STUDY #1 CONTINUED

The public entry space including verticle circulation was kept far away from work stations and private offices. Conference rooms are located on the perimeter of the building enabling convenient access.

An architectural grid was utilized in the design of the entire large scale space. The grid assures continuity and also provides a basis for the color scheme.

Expense items (antiques) were purchased and were integrated into the design knowing that they are permanent elements since the clients purchased the building as opposed to leasing. Art collections are making their way into today's new corporate design with their strong visual statements.

This project is a true trend setter to future 500 corporations, or to any business that wants to be successful.

Designers should consider employee tasks, and help to make them simplified. Less movement and more coordination of resources in placement allow employees to flow instead of being distressed by services totally out of their reach which can make work a hassle. A quality work place is reflected by employees' ability to take pleasure in their work. Management focuses on employees needs making them feel special and an asset to the organization.

The American Express Tower is an example of an integrated system where clients, top executives, manager, assistant mangers, trade personnel, accountants, secretaries, receptionists, plus employee recreation can be housed under one roof without causing distress and disorganization. The interior design provides the quality environment successful corporations need.

CASE STUDY #2

Benetton, New York
The U.S. Corporate Headquarters
Architect, Afra and Tobia Scarpa

Benetton formed in 1964 is a successful business entity, a leader in its field. Having the theme "We are the colors of the world", they have in fact brightened men, women and children from coast to coast with their clothing fashions.

Their merchandising concept, which succeeded first in Italy and then on an international scale, was simply this: put products where they can be approached and touched by their clientele.¹ There are now 600 Benetton stores across the United State plus outlets in China, India and the USSR.

The same architects have worked with Benetton for many years. They developed the prototype upon which all stores are based.

This particular corporate headquarters establishes style and wit achieved with seemingly utmost simplicity. City scape is introduced into the design framed by two terraces. A unique system was developed called Celario. It is a lacquered metal support structure used to frame either glass or color tinted wood panels. It is incorporated throughout the design creating a pleasant rhythm of transparent vs. sound vertical surfaces.

Certain design elements used on the headquarter's interiors are keyed to Benetton's image as presented through marketing and advertising campaigns. Color is a chief element as "The United Colors of Benetton" is the official promotional line. Flags are their

CASE STUDY #2 CONTINUED

symbol representing the firm's international style.

Flags are painted on the ceiling (waving banners) above a dropped grid of metal mesh and beams that anchor lighting figures. There is a total integration of the banners creating visual variety throughout the entire space.

Executives took into consideration employee comfort allowing generous work spaces to staff members including: 10 employees in each of 4 divisions: Public Relations, Mail Order, Commercial Sales, and Finance.

Benetton Corporation has established a true corporate identity for itself through its products and interior spaces. Their image is foreseen as quality on an international scale. The common unifying element used throughout all stores and headquarter projects an image to the public. The secret of the successful

Benetton image is one which visually separates and distinguishes it from its competitors.

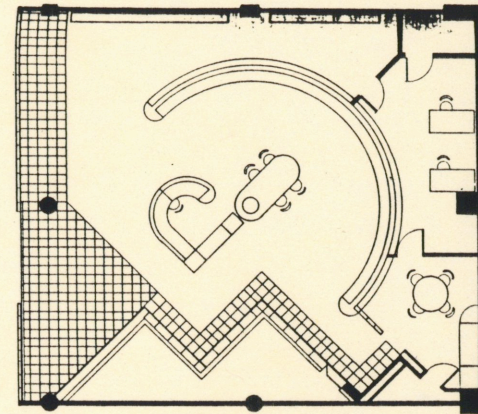
CASE STUDY #3

WEAVING A NEW SCENARIO Business Organization

Design Tex Fabrics Inc., established some 26 years ago, is noted as being an entrepreneur-driven, dynamic organization. It has 110 employees working in its fourteen showrooms and sales offices located in strategic market areas.

In order to keep up with current textile markets, Design Tex made the decision to strengthen sales thrust which meant an evaluation of management structure.

Thirty people were interviewed (anonymity was guaranteed) in order to find weak areas holding back performance of each employee and management as a whole. The areas addressed were history of the company, resource availability, competition, strategy, structure, systems, methods and procedures, people,



Left: In plan, concave curvilinear elements define reception and work areas. Zig-zag wall leads to conference room and offices.

CASE STUDY #3 CONTINUED

goal setting, performance appraisal, compensation systems, career paths, and general assessment of culture and climate.

The study concluded improvements were needed in communication between sales and operations, and management was found to be too centralized. Middle management needed to be strengthened and also an increase in cooperation from all levels of the organization would allow more employee input and participation which would boost moral. Goals made by management needed to be clearly defined so employees would know what was expected from them. If changes were not made soon this organization was headed for some serious problems.

Showroom Design:

Design Tex's 11th showroom, which is a 2,000 square foot space originally a refrigerated warehouse, was designed to

reflect their "new" corporate image and redefinition of their organization.

In the center of the space a semicircular structure was designed in which fabrics are displayed in a gradation of color and texture in order to celebrate an entire array of fabrics. This wall of fabric creates a dramatic, stimulating display of the merchandise, simultaneously making a strong architectural statement. Angled to the incoming traffic, the exciting array of materials is calculated to draw the customer in, "Like a candy shop."²

In order to add the illusion of height to this 7' ceiling space, polished steel panels were placed on the ceiling which mirrored the bright colors of the fabric displays. Step down soffits were used around the displays adding more visual vertical dimension.

CASE STUDY #3 CONTINUED

In summary Design Tex has in a sense started "Anew" and is headed in the right direction for a long lasting successful business. The assessment of management's structure was the most crucial step that needed to be taken. By allowing employees to take part in the design and managerial structure (questionnaire) of their facility they feel at ease in this newly designed space. Design Tex now takes pride in its employee participation.

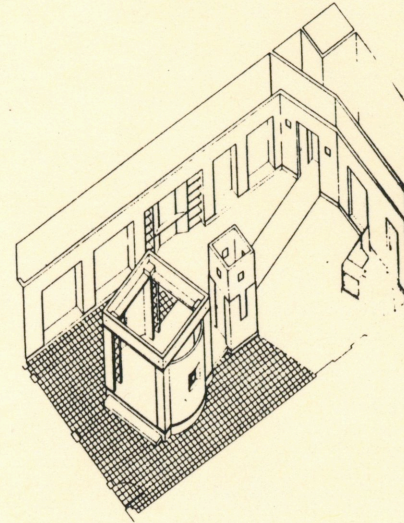
CASE STUDY #4

Walls Within Walls: Retail Design
Architect Timothy J. Guarnieri

A building within a building was the theme that helped turn a former auto body garage into an amusing shop in New York.

The client, owner of a men's and women's specialty shop, challenged the designers to present this space as an aesthetically pleasing and functional retail shop set up as a theater in which fashion shows could be viewed. The client also desired to "Lose sense of the box" felt in the space.

First, the interior shell was treated as if it were an exterior landscape emphasizing placement of objects within this space. A cutaway house highly detailed (with operable windows) was constructed near the entrance to the store.



Below: Plan shows how display house and cashier's desk break the grid.

CASE STUDY #4 CONTINUED

Outfitted with pinpoint lights and display rods, the house functions as a showcase for the latest fashions offered in the shop. The house is situated on a raised platform that becomes a runway for fashion shows.

Adjacent to the stage is an Italian neo-rationalist "outhouse" tower that serves as a lighting scaffold during shows and functions as a men's dressing room. The tower is angled away from the stage to permit a wooden runway from the house to the two women's dressing rooms in the rear.

The grid axis is situated on a diagonal to elongate the runway, also providing a clear view through the shop for security purposes and to skew the symmetry in order to minimize the shell.

There is also an angled receptionist desk that further breaks down the grid and an arcade along two sides of the

shop. The regular stock is displayed in niches along this arcade which is released from the perimeter wall by conceally strip lighting at the top and the bottom. Columns between niches are used to display apparel.

The particular theme used in this garage is becoming to the space giving it life and energy. The space performs dual functions: retail and stage for fashion shows. This is very economic and also convenient by not having to transport clothing to other locations. The entry, one of the most important elements to design, established a quality making people feel honored upon their entry into the store. Lighting is pleasant and attractive to the space, drawing attention to the fashion displays.

The only questionable feature is the circulation path. Customers will be

CASE STUDY #4 CONTINUED

more inclined to browse wondrously as opposed to walking straight toward the "outhouse". In order to provide more flexibility a roll out pathway used for fashion shows should have been considered.

The merchandising concept is such that it does not overpower the design but rather reacts with it, based on the theory that form and style have similar influence on fashion and interior design.



Summary_____

SUMMARY

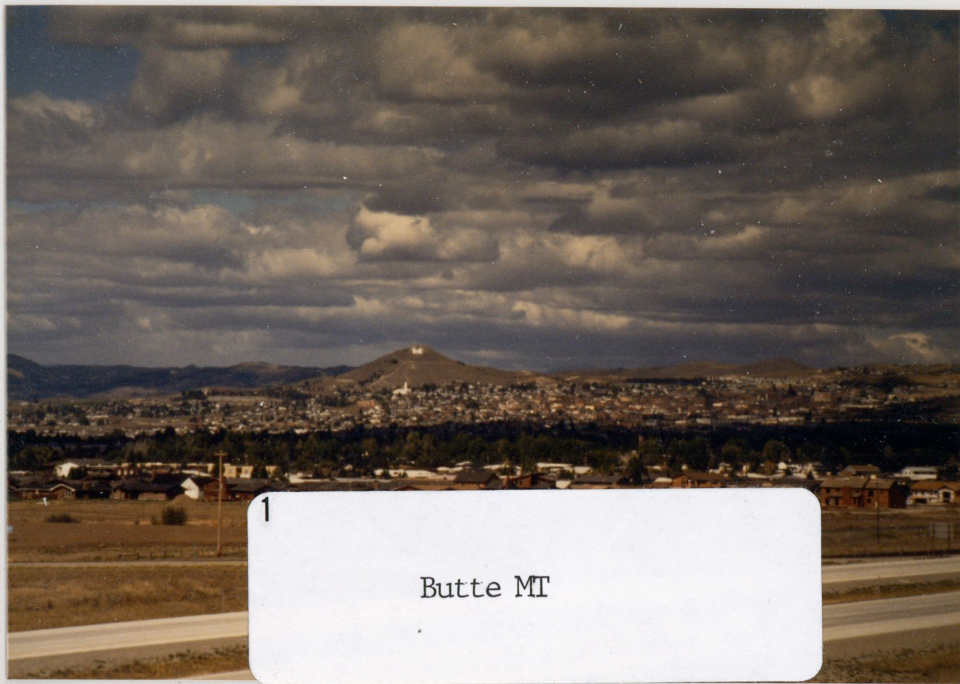
In summary, in order to provide the Hennessy's Building with the quality interiors desired by J. Crew corporate operations and showroom, careful consideration of space adjacencies must be considered including the addition of another means of verticle circulation.

The location of Departments and the progression into each space plays an important part in the design.

The characteristics found on the exterior of the Hennessy's Building can be used on the interior developing a harmonious design.

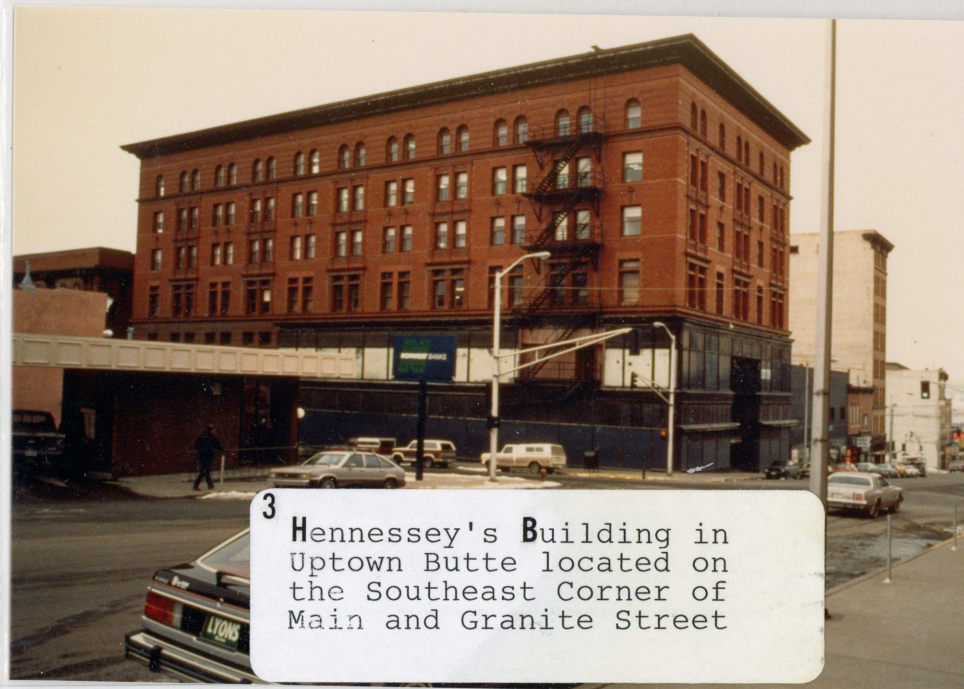


Appendices



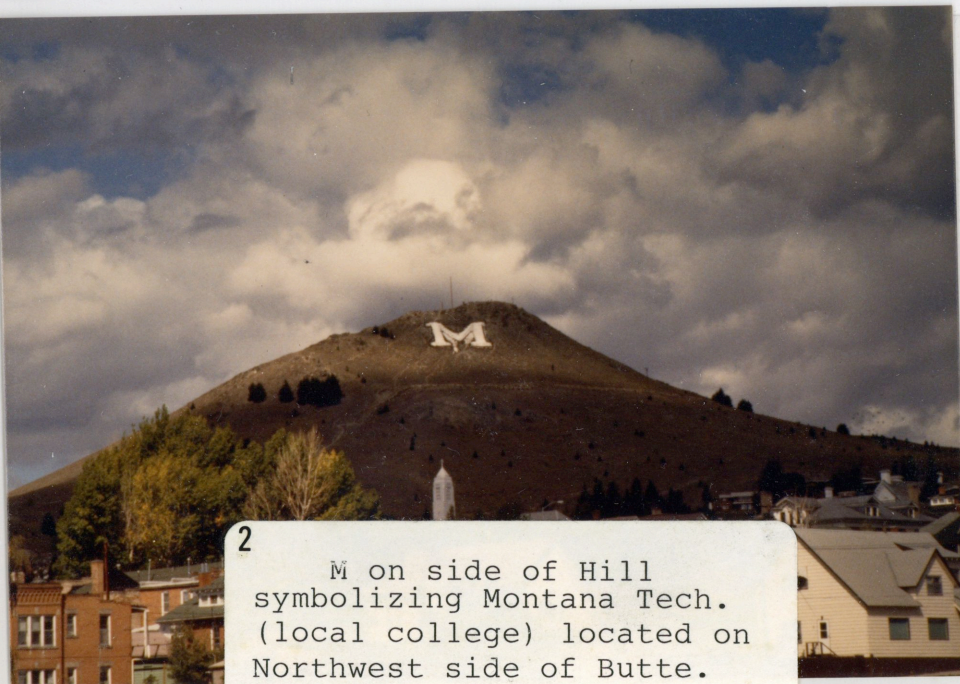
1

Butte MT



3

Hennessey's Building in Uptown Butte located on the Southeast Corner of Main and Granite Street



2

M on side of Hill symbolizing Montana Tech. (local college) located on Northwest side of Butte.

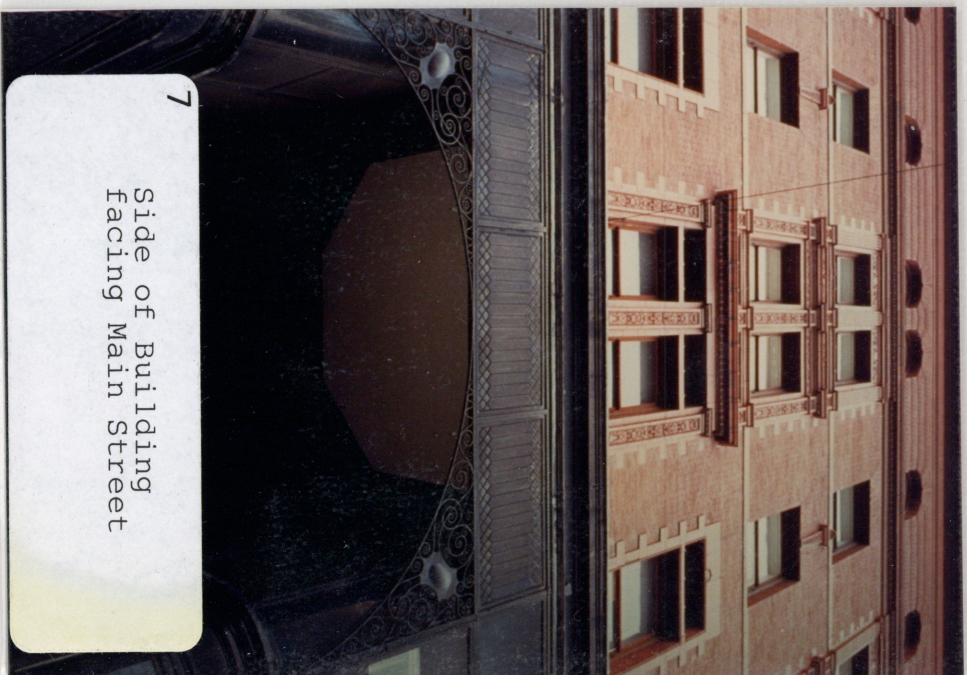


4

North Side of Building facing Granite St.



7
Side of Building
facing Main Street



6
Main Street entry. First
and second floors have
wrought iron facade. Third
thru sixth floors have
Brick Masonry facades

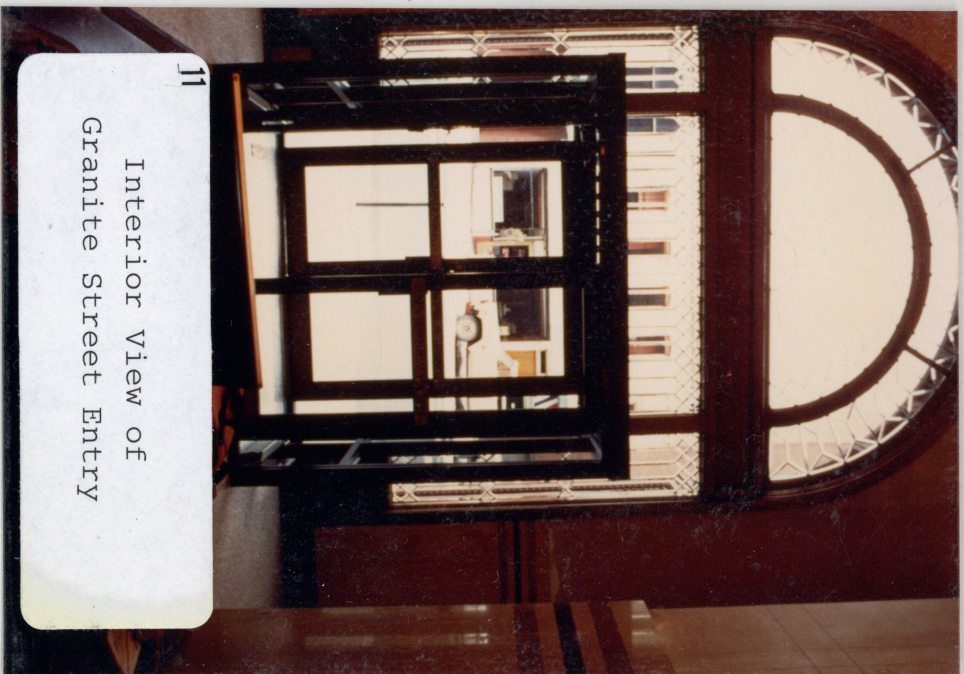


8
South side of Building
Entrance from Parking
Garage



9

Granite Street Entry



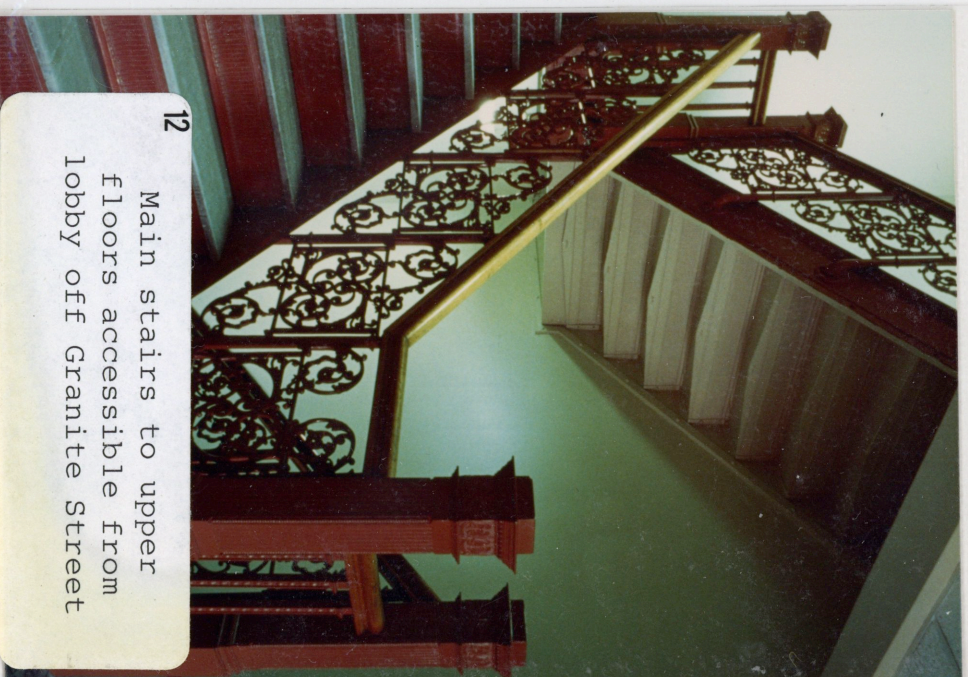
11

Interior View of
Granite Street Entry



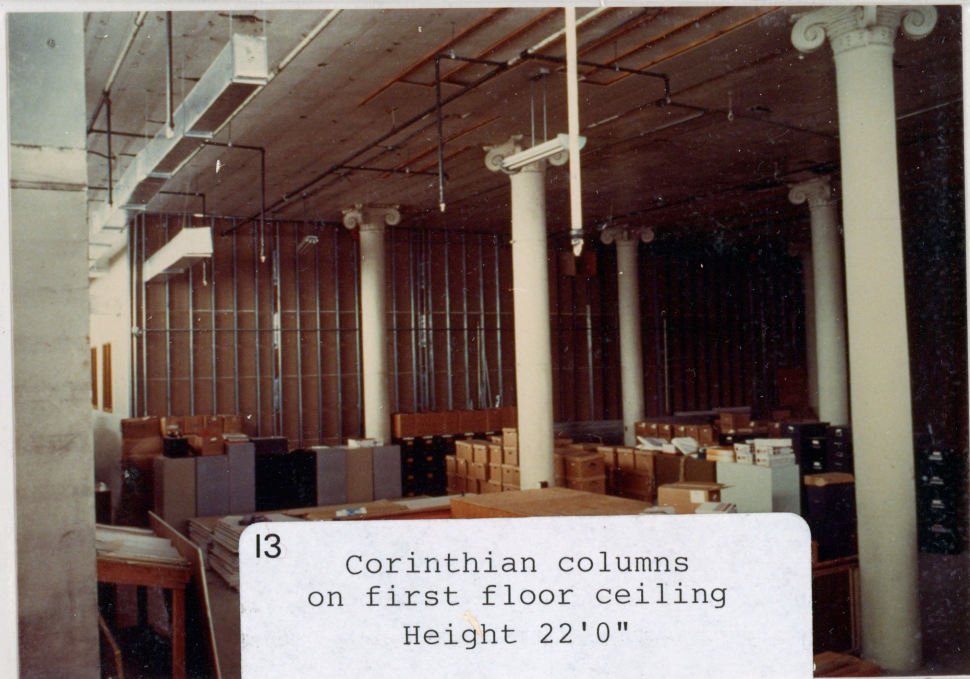
10

Lobby off Granite Street



12

Main stairs to upper
floors accessible from
lobby off Granite Street



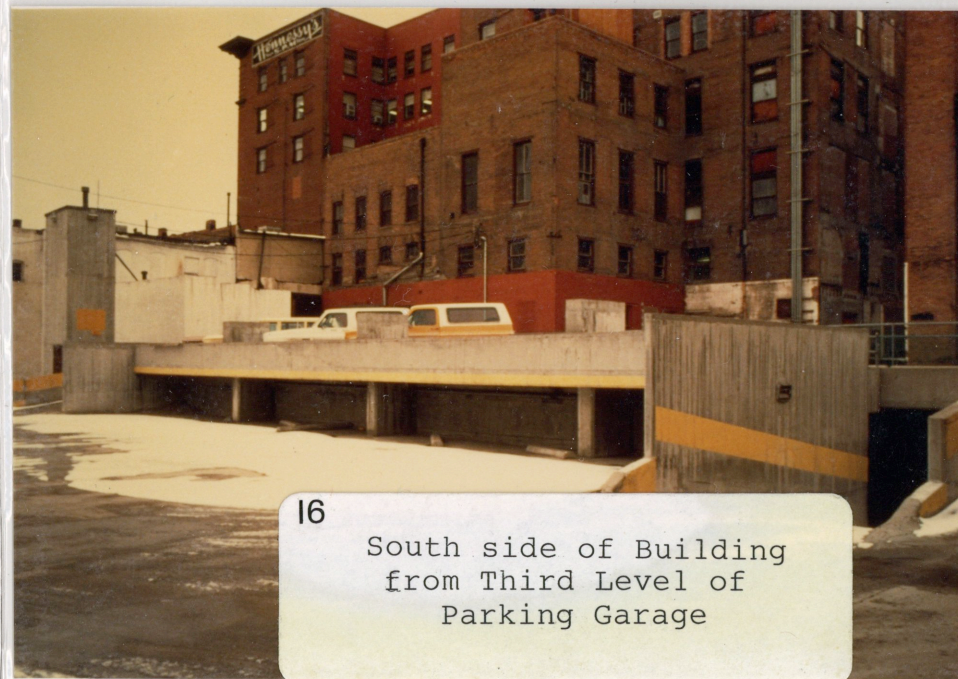
13 Corinthian columns
on first floor ceiling
Height 22'0"



15 First Floor West Entrance
looking out toward
Main Street.



14 Entrance to Parking
Garage located on
East Broadway



16 South side of Building
from Third Level of
Parking Garage

PHOTOGRAPHICS

PHOTOGRAPHICS

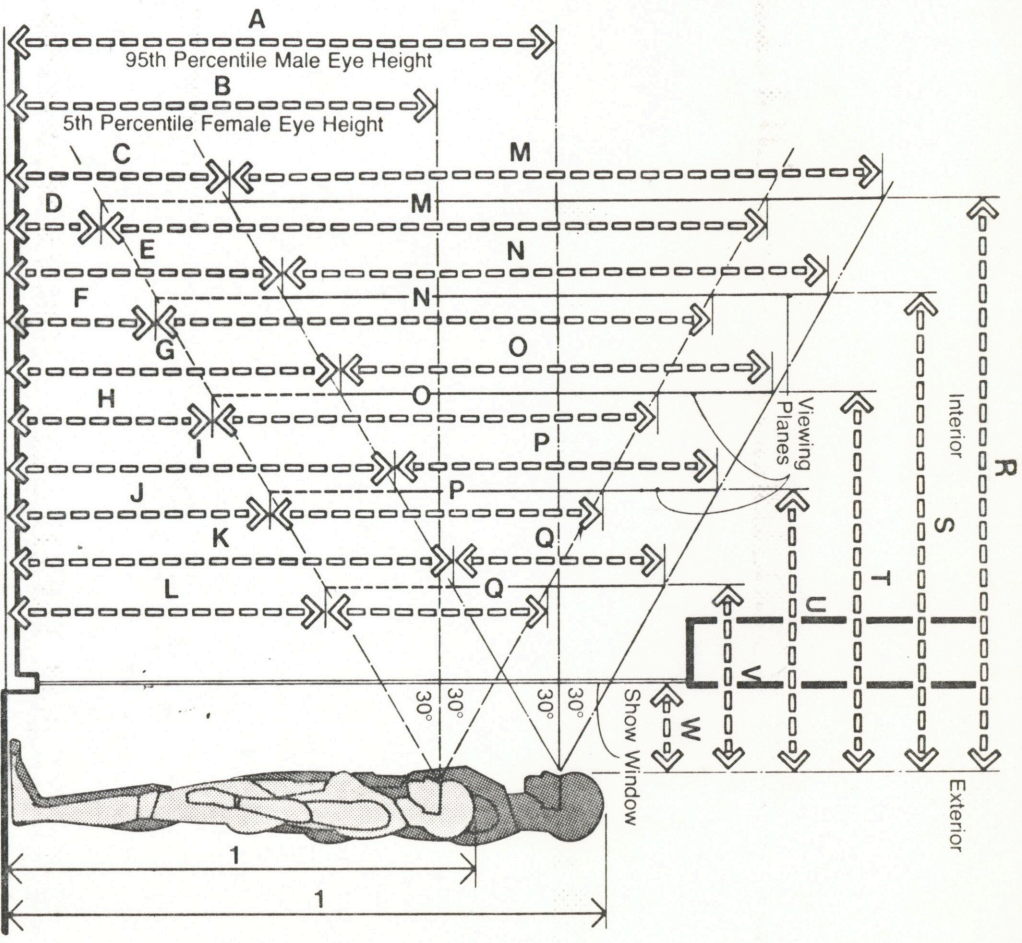
HUMAN DIMENSIONS: retail design

4.1 RETAIL SPACES

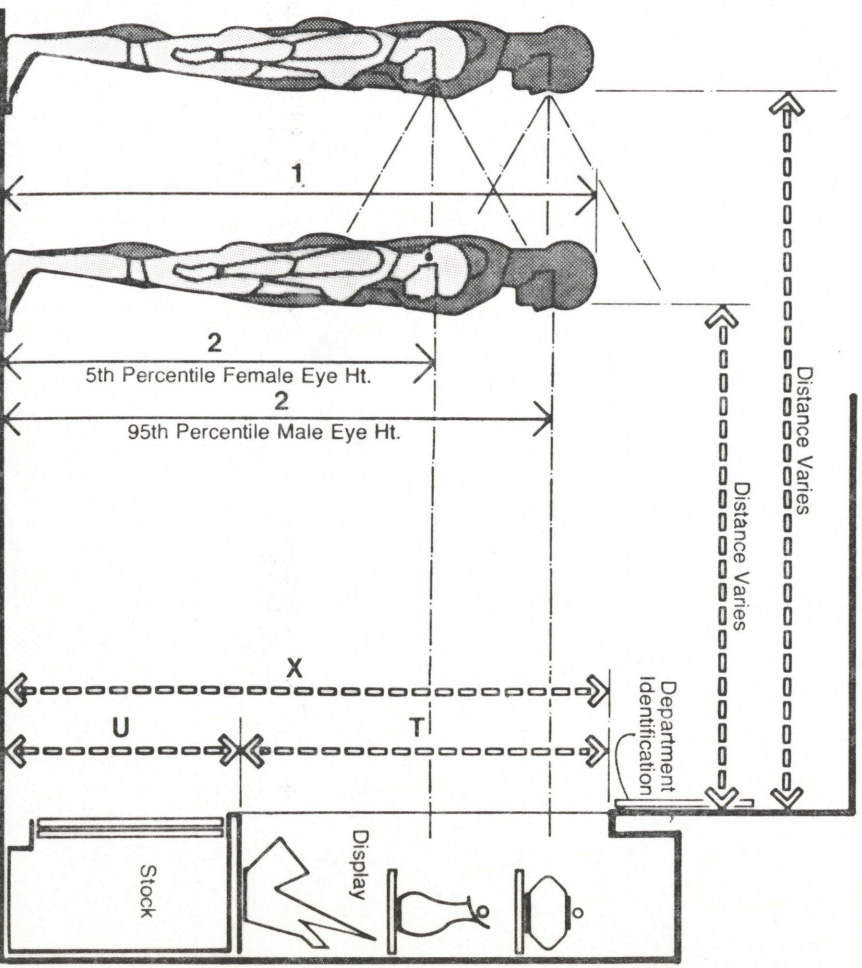
The drawing at the top of the page shows the optimum height of viewing planes located at 12-in, or 30.5-cm, intervals, with the viewer stationed 12 in away from the show window. Two sets of data are presented: one concerns the viewing planes related to a viewer of small body size, and the other, planes related to a viewer of larger body size. The eye level of the former was based on 5th percentile female data and the latter on 95th percentile male data. As in other situations, the diagram should not be taken too literally, since it does not take into account head movement or the scanning capability of the eye, each of which can significantly increase the area that the eye can see. By using the geometric approach implied in the diagram, the size of optimum viewing planes can be established with the viewer in different locations.

The drawing at the bottom explores visual relationships related to interior displays. For further information on visual displays, refer to Section 9.

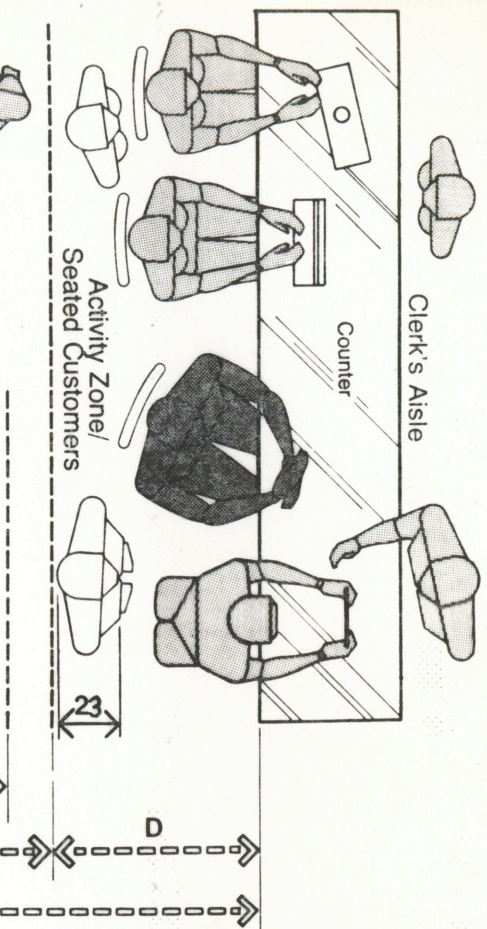
	in	cm
A	68.6	174.2
B	56.3	143.0
C	27.0	68.7
D	14.7	37.4
E	28.0	71.2
F	28.3	72.0
G	41.5	105.4
H	28.6	72.6
I	47.8	121.5
J	36.3	92.2
K	54.8	139.1
L	42.5	107.8
M	83.1	211.1
N	69.3	175.9
O	55.4	140.8
P	41.6	105.6
Q	27.7	70.4
R	72	182.9
S	60	152.4
T	48	121.9
U	36	91.4
V	24	61.0
W	12	30.5
X	84	213.4



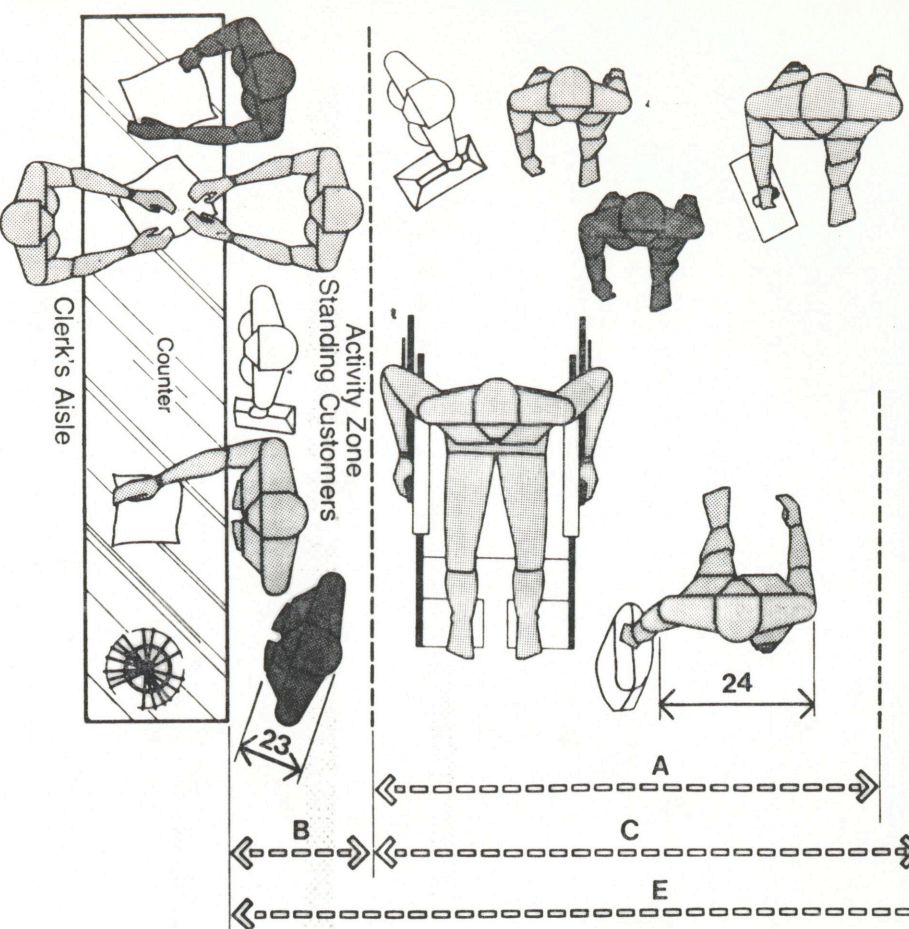
SHOW WINDOW / OPTIMUM VIEWING PLANES



DISPLAY / VISUAL RELATIONSHIPS

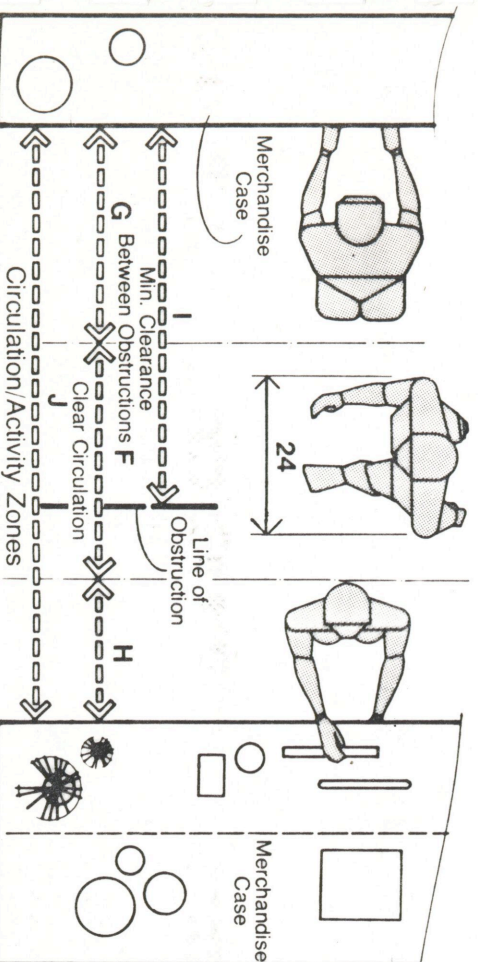


The top drawing illustrates the clearances suggested between counters on opposite sides of a main aisle. The total clearance suggested is between 117 and 120 in, or 297.2 and 304.8 cm. This allows an activity zone for standing customers facing the lower counter and a larger activity zone for standing and/or seated customers facing the upper counter, as well as a generous through circulation lane between the two.



The drawing at the bottom of the page illustrates the clearances suggested for a secondary aisle. The clearance in front of the merchandise case at the left takes into consideration a kneeling figure removing merchandise from a low shelf, while the clearance in front of the case on the right is only a minimum of 18 in, or 45.7 cm, which accommodates a person standing parallel to the case, either looking or handling merchandise displayed on the top surface. Although the maximum clearance between cases could be as much as 90 in, or 228.6 cm, a restricted minimum clearance of 51 in, or 129.5 cm, could be used if one is willing to accept some body contact or sidestepping required by a third person to pass between people engaged in activities on either side.

MAIN PUBLIC AISLE WIDTHS

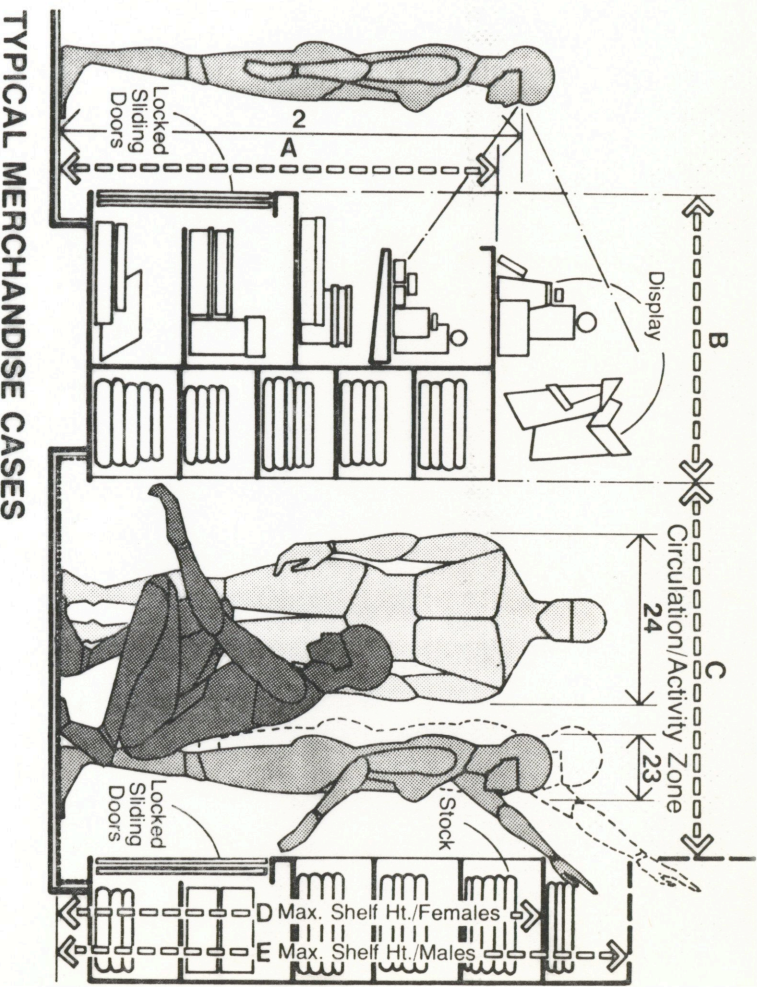


	in	cm
A	66 min.	167.6 min.
B	18	45.7
C	72	182.9
D	26-30	66.0-76.2
E	116-120	294.6-304.8
F	30-36	76.2-91.4
G	18-36	45.7-91.4
H	18 min.	45.7 min.
I	51 min.	129.5 min.
J	66-90	167.6-228.6

4.1 RETAIL SPACES

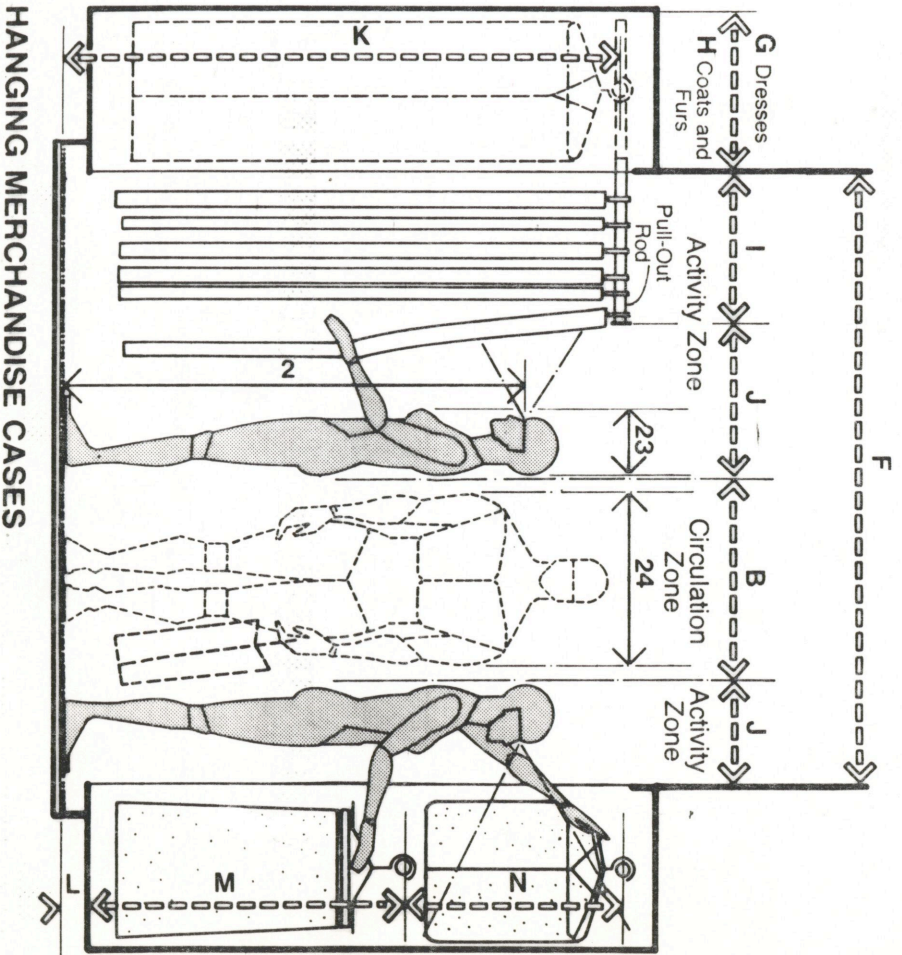
Shelving is probably used more than any other single interior component for the storage and/or display of merchandise. Not only must the merchandise be within reach anthropometrically, but it must be fairly visible as well. The heights established must therefore be responsive to vertical grip reach dimensions as well as to eye height. In establishing height limits, the body size data of the smaller person should be used. Since in retail spaces, departments may cater exclusively to members of one sex or the other, two sets of data are presented. One is based on the body size of the smaller female and the other on the body size of the smaller male. The suggested heights reflect a compromise between reach requirements and visibility requirements.

The drawing at the bottom of the page illustrates the clearances involved in hanging-type merchandise cases. Rod heights should be related not only to human reach limitations, but in certain cases to the sizes of the merchandise displayed. There is usually no conflict in respect to garments.



TYPICAL MERCHANDISE CASES

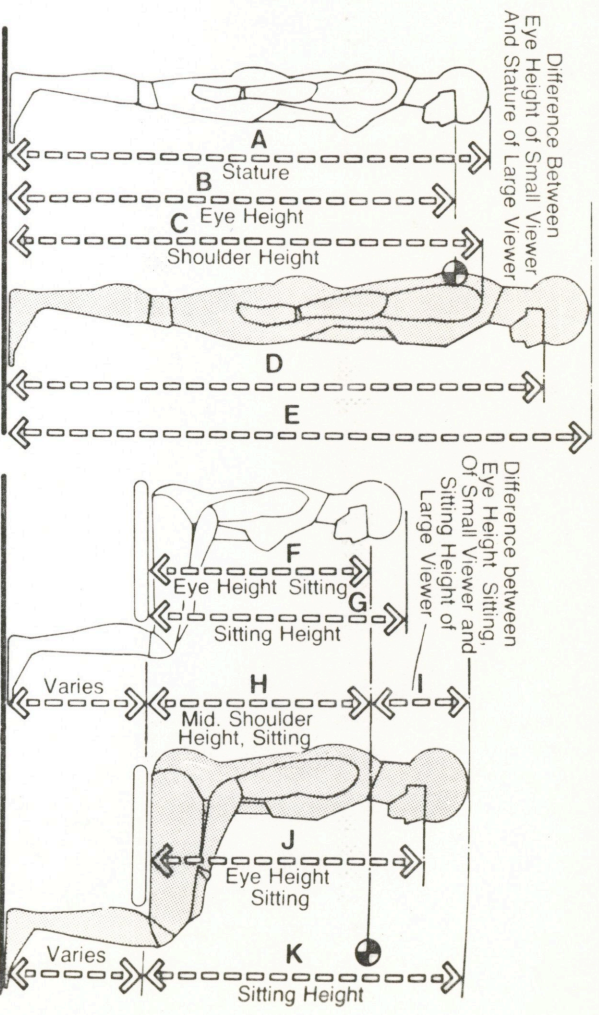
	in	cm
A	48 max.	121.9 max.
B	30-36	76.2-91.4
C	51 min.	129.5 min.
D	66	167.6
E	72	182.9
F	84-96	213.4-243.8
G	20-26	50.8-66.0
H	28-30	71.1-76.2
I	18-24	45.7-61.0
J	18 min.	45.7 min.
K	72 max.	182.9 max.
L	4	10.2
M	42	106.7
N	26 min.	66.0 min.



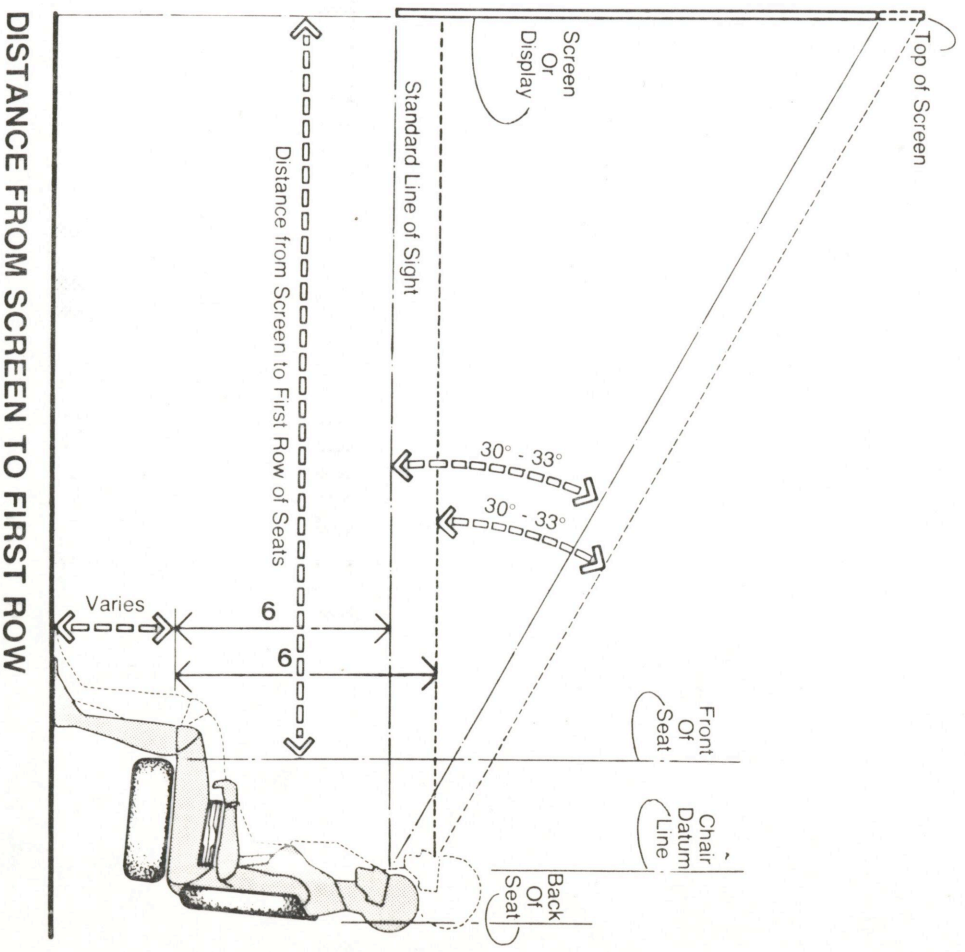
HANGING MERCHANDISE CASES

9.3 DISPLAYS FOR GROUP VIEWING

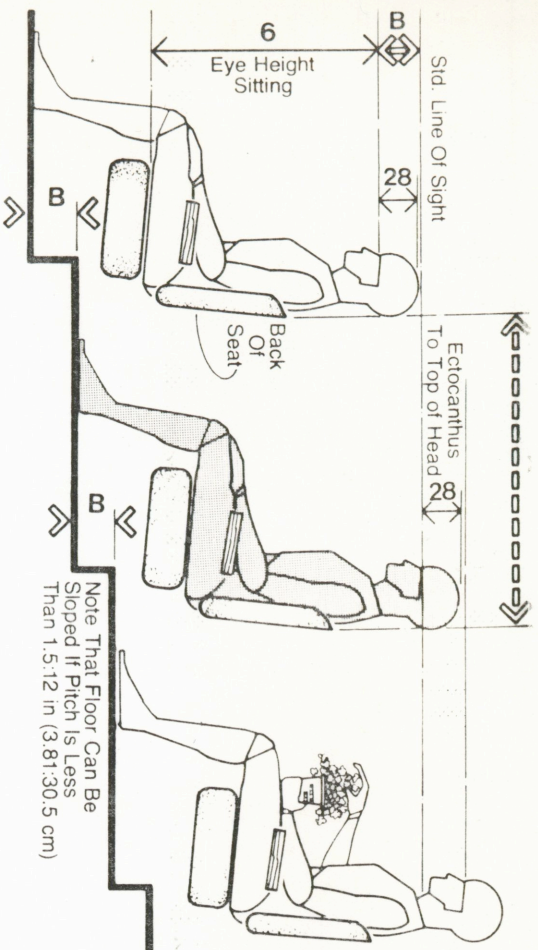
The design of spaces for group viewing activities requires some knowledge of the anthropometrics of the tall and short standing and seated viewer and the visual implications involved. The top drawing shows that the basic 5th percentile and 95th percentile body measurements of standing viewers are such that the line of sight of the shorter viewer would be obstructed by the taller viewer. When the same 5th and 95th percentile measurements are applied, the drawing of the seated viewers indicates that the line of sight of the smaller viewer just clears the midshoulder height of the larger viewer in front. It should be noted that the difference in eye height between the larger and smaller seated viewers is about half the difference in eye height when the larger and smaller viewers are standing. The minimum distance between the first row and the display can be determined by drawing a sight line from the top of the projected image to the eye of the viewer seated in the first row at an angle not less than 30° nor more than 33°, as indicated in the bottom drawing.



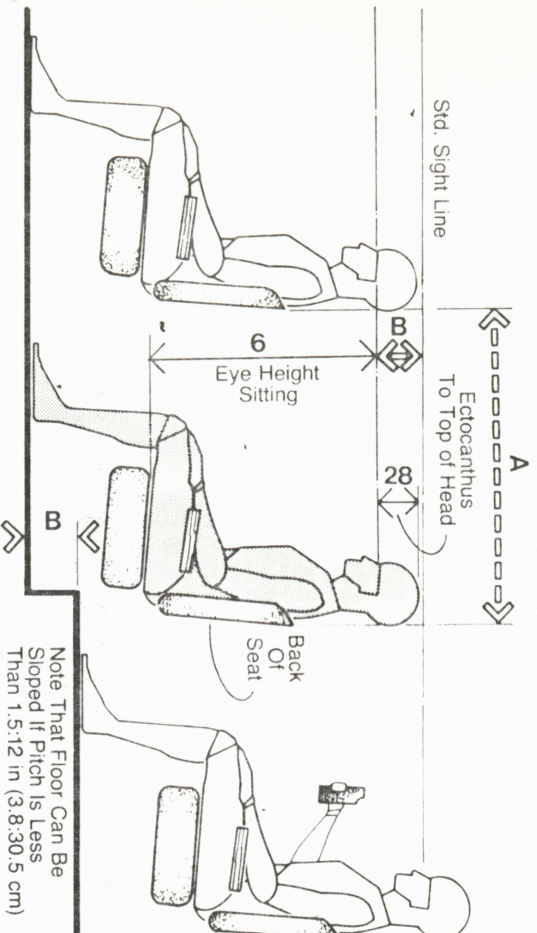
	in	cm
A	59.0	149.9
B	56.3	143.0
C	57.8	146.8
D	68.6	174.2
E	72.8	184.9
F	28.1	71.4
G	29.6	75.2
H	27.3	69.3
I	9.3	23.6
J	33.9	86.1
K	36.6	93.0



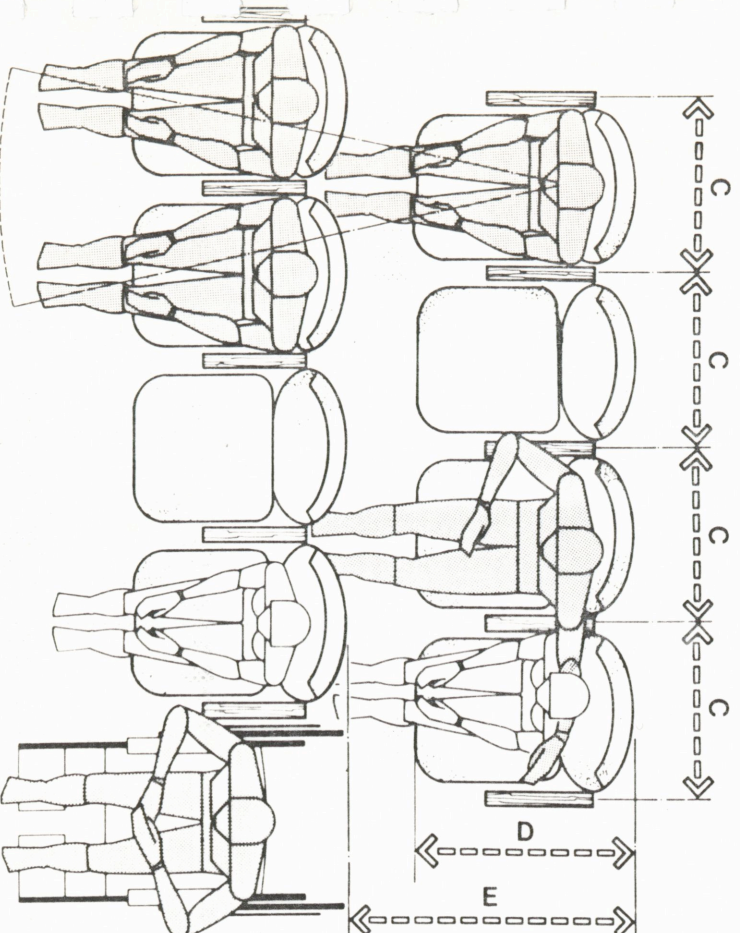
9.3 DISPLAYS FOR GROUP VIEWING



STEPPED SEATING / ONE-ROW VISION



STEPPED SEATING / TWO-ROW VISION



STAGGERED SEATING

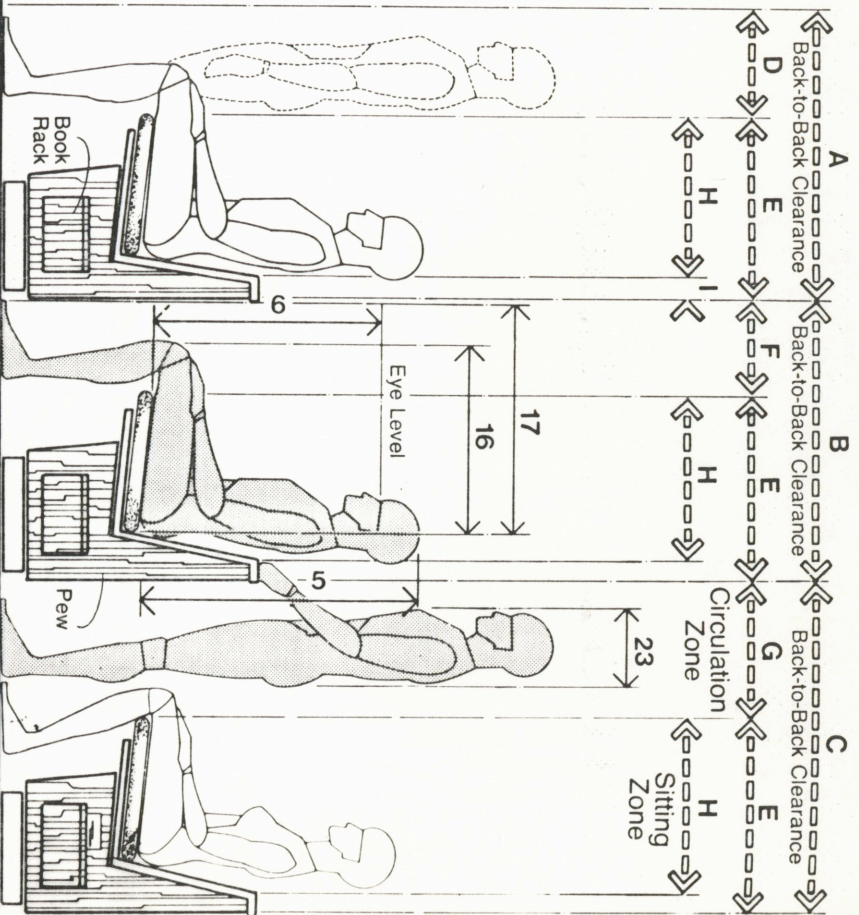
Maximum visibility for the greatest number of seated viewers can be achieved by elevating their eye heights successively from front to back row so that one viewer can look over the head of the person in front. The ectocanthus to top of head measurement is the anthropometric data most useful in determining the actual height by which the floor must be stepped or sloped to achieve this condition. It is the distance from the outer cornea of the eye to the level of the top of the head. The 95th percentile data shows this measurement to be about 5 in. or 12.7 cm, and is the increment by which the floor is stepped. The top drawing illustrates the "one-row vision" method of elevating eye heights so that the viewer may have unobstructed vision over the heads of those viewers in rows immediately ahead. The center drawing illustrates the "two-row vision" method which prevents the heads of all viewers two or more rows ahead from blocking visibility. The advantage of this method is that it minimizes the slope or number of steps. Its disadvantage is that it is not as effective as the one-row scheme. Wider seats and a staggered plan, however, can improve visibility by permitting a view between the heads of those directly in front, as shown in the bottom drawing. In regard to the depths of rows, although a 32-in. or 81.3-cm, spacing is often used, 40 in. or 101.6 cm, is recommended.

	in	cm
A	40	101.6
B	5	12.7
C	20-26	50.8-66.0
D	27-30	68.6-76.2
E	34-42	86.4-106.7

9.3 DISPLAYS FOR GROUP VIEWING

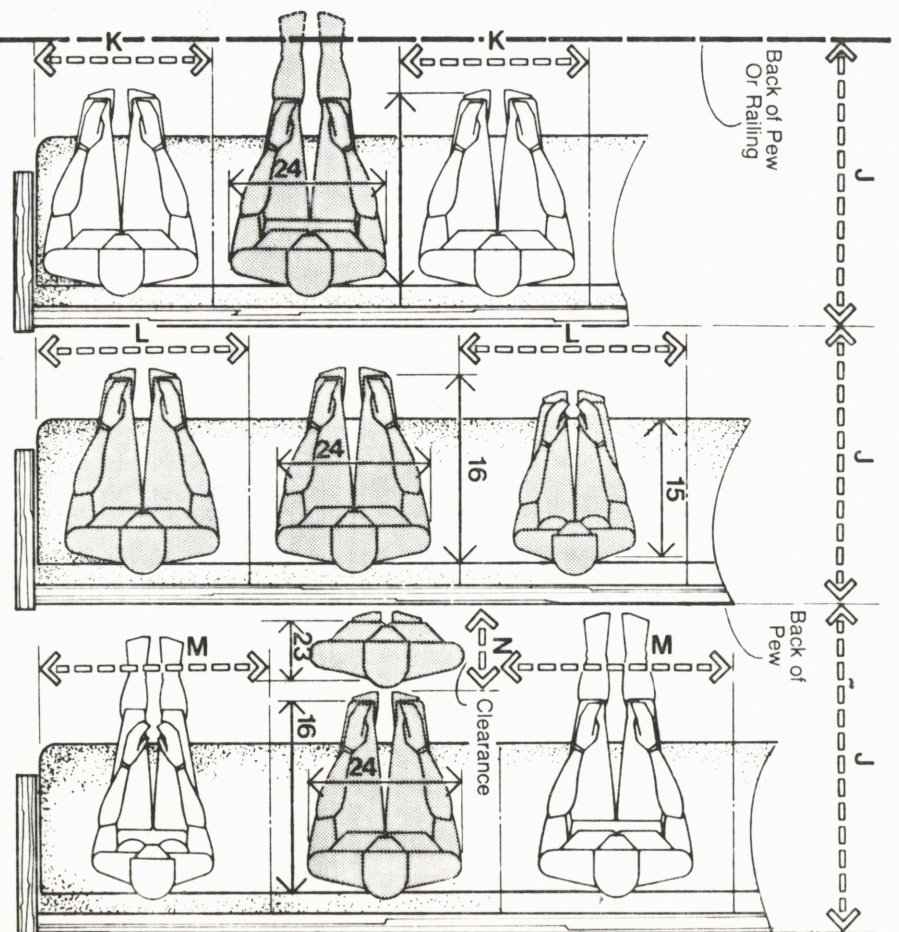
Unless traffic flow to the pew is controlled, the lack of armrests makes the seat allowance shown in the top drawing somewhat theoretical. Assuming some controlled means of seat space definition, however, a reasonable incremental unit to use as a basis for seat width is the maximum body breadth. The 95th percentile data for larger users is 22.8 in., or 57.9 cm, taken with the subjects nude. The top drawing shows three possible seat allowances: 24 to 26 in., or 61 to 66 cm; 28 in., or 71.1 cm; and a possible minimum of 22 in., or 55.9 cm.

When one considers that an allowance for clothing and ritual-related body movement should be added to the 22.8 incremental unit, the 22-in minimum would not comfortably accommodate the majority of users without some body contact. Economics permitting, the 28-in spacing is recommended. The bottom drawing shows several pew spacing possibilities. All can work, depending on the level of comfort desired and the nature and frequency of ritual-related body movements.



WORSHIPPING IN STANDING POSITION WORSHIPPING IN SEATED POSITION MINIMUM CIRCULATION CLEARANCE

BASIC PEW CLEARANCES / ELEVATION



	in	cm
A	34-38	86.4-96.5
B	34-36	86.4-91.4
C	42-48	106.7-121.9
D	12-16	30.5-40.6
E	22	55.9
F	12-14	30.5-35.6
G	20-26	50.8-66.0
H	20	50.8
I	2	5.8
J	42	106.7
K	22 min.	55.9 min.
L	24-26	61.0-66.0
M	28	71.1
N	14-18	35.6-45.7

MINIMUM
PEW SEAT
PER PERSON

OPTIMUM
PEW SEAT
PER PERSON

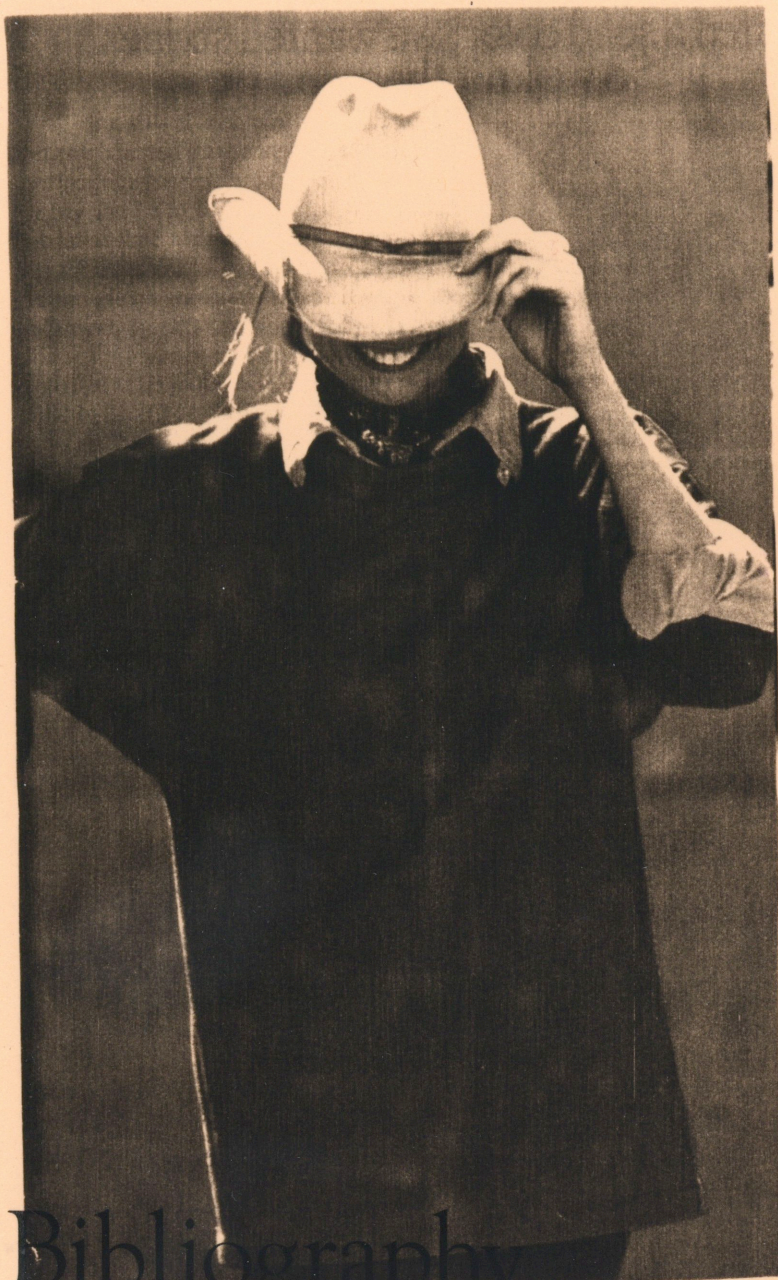
RECOMMENDED
MINIMUM PEW
SEAT PER PERSON



Footnotes _____

FOOTNOTES

- ¹Personal Interview, Powers Paul, 24 August, 1987.
- ²Montana Historical and Architectural Inventory,
B. Shovers, Butte Preservation Office, Butte Silver Bow
County Court House, 1985. pg. 1 of 2.
- ³Historic Uptown Butte, John H. DeHaas Jr.,
Bozeman, MT, 1977, pg. 2.
- ⁴Management, Bedeian, Arthur G., CBS College Publishing,
New York, NY, 1986, pg. 4.
- ⁵Paul, Powers, Ibid.
- ⁶B. Shovers, Ibid.
- ⁷John H. DeHaas Jr., pg. 3, Ibid.
- ⁸John H. DeHaas Jr., pg. 4, Ibid.
- ⁹Tell Me About Elevators, No author, New York, NY, 1974.
pgs. 3-4.
- ¹⁰John H. DeHaas Jr., pg. 46, Ibid.
- ¹¹B. Shovers, Ibid.
- ¹²John H. DeHaas Jr., pg. 2, Ibid.
- ¹³Office Design, Edie Lee Cohen, Benetton, N.Y.,
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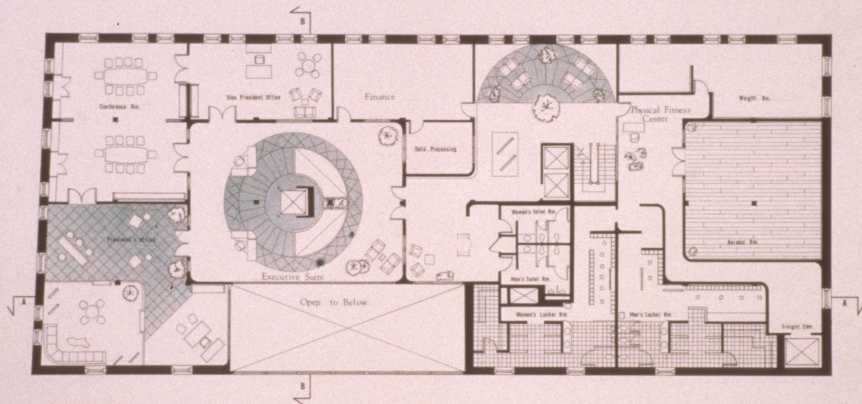
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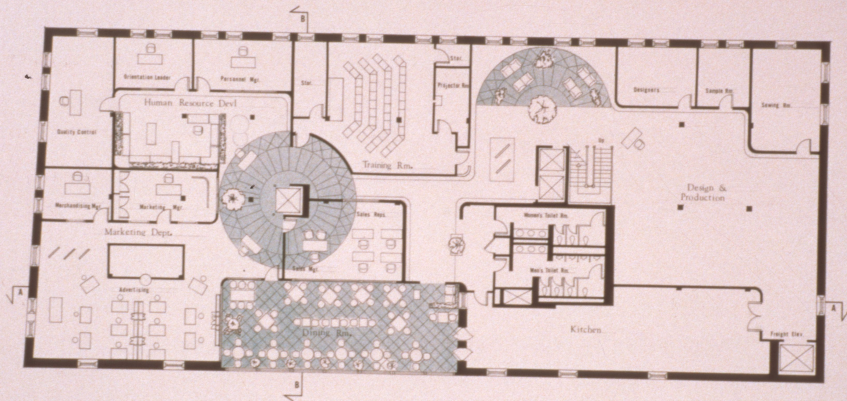
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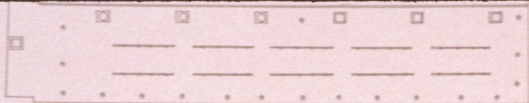


N
 FIFTH FLOOR PLAN

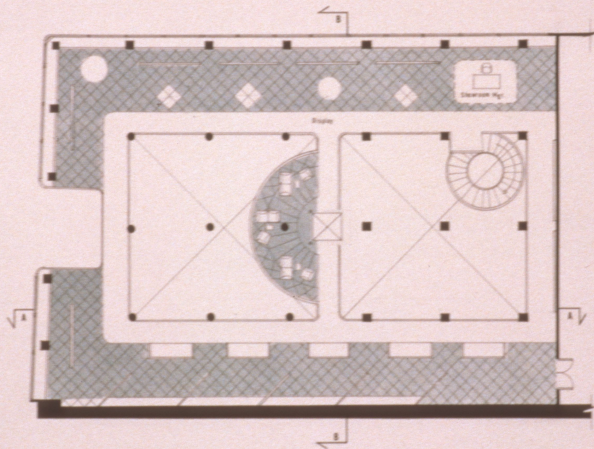
Scale 1/8" = 1' 0"



N
 FOURTH FLOOR PLAN
 Scale 1/8" = 1'-0"



REFLECTED CEILING PLAN LOFT



N

LOFT FLOOR PLAN

Scale 1/8" = 1'-0"



WEDNESDAY MORNING, JANUARY 18, 1934

HENNESSY'S

Golf New

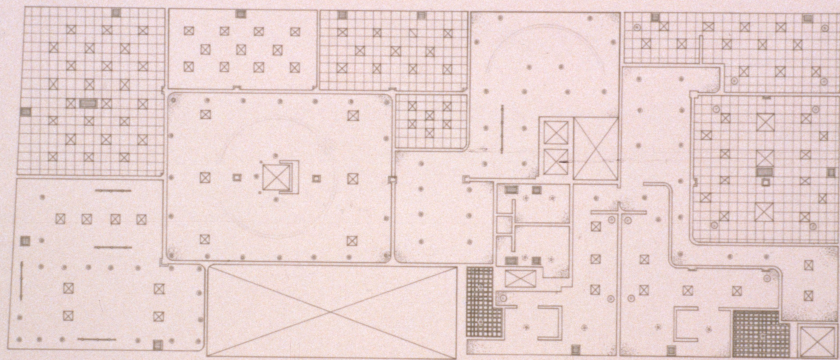
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Dresses

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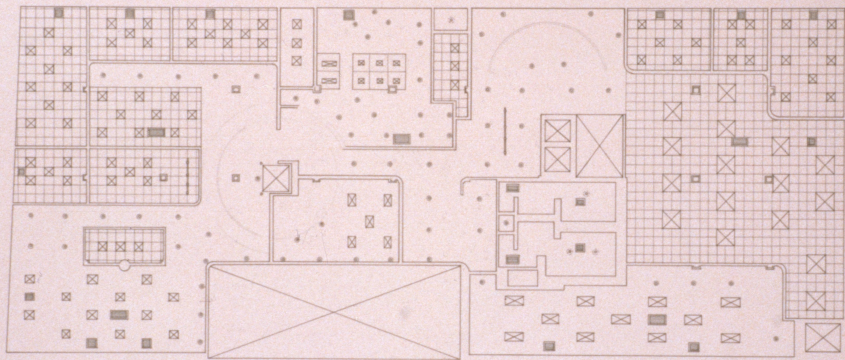


J. CREW

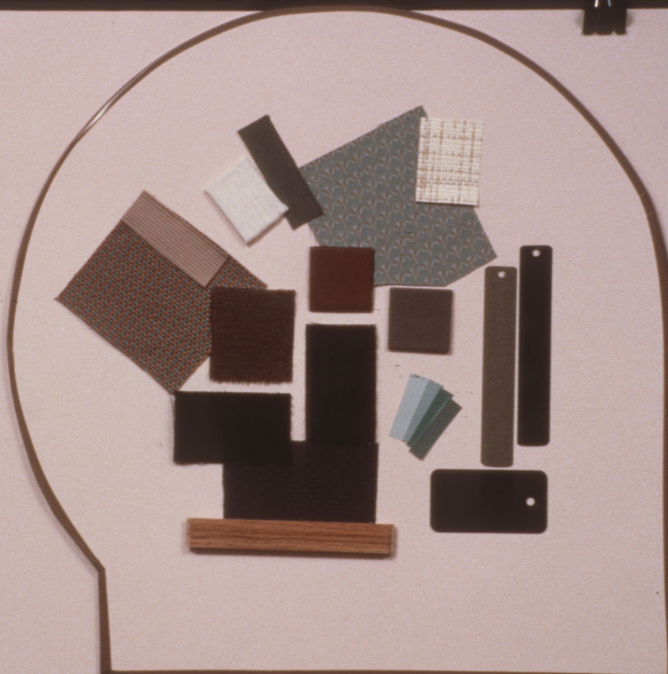




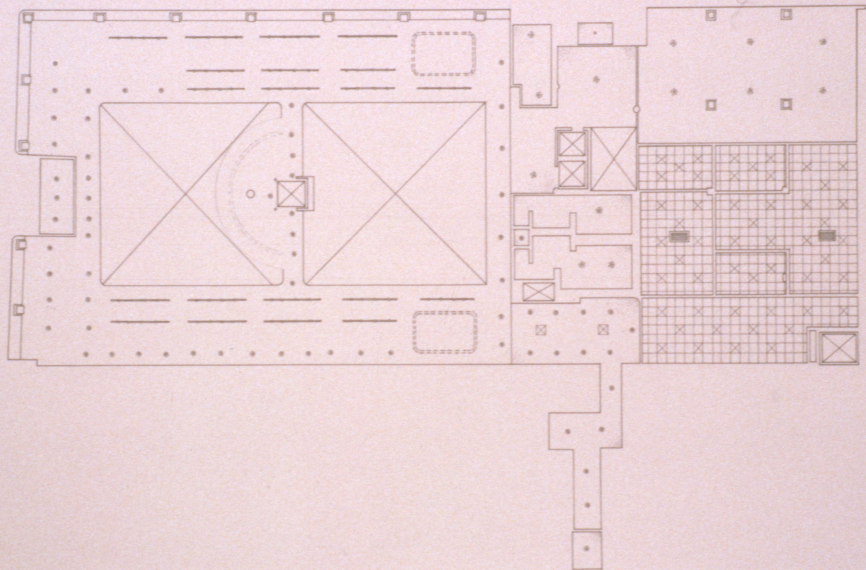
Reflected Ceiling Plan Fifth Floor
Scale 1/8"=1'-0"



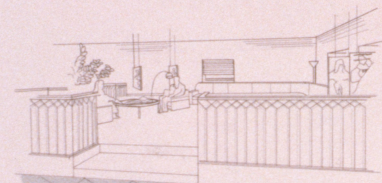
Reflected Ceiling Plan Fourth Floor
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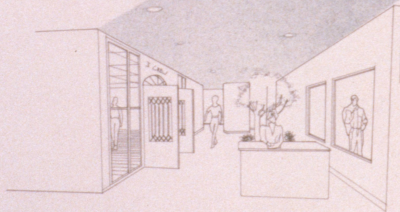
J. CREW



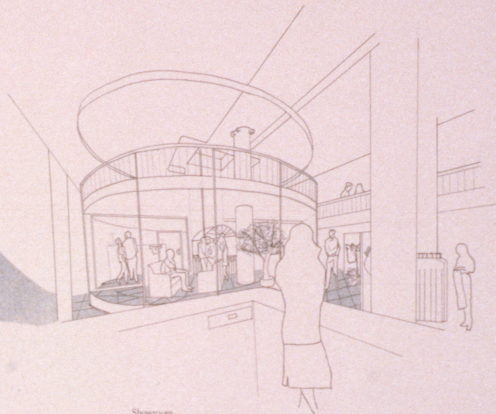
Reflected Ceiling Plan First Floor
Scale 1/8" = 1'-0"



President's Office



Physical Fitness Center



Showroom

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