



GAME CHANGER

Reimagining the top of any room can totally alter the space

RENOVATION
PROJECTS

By **Mindi Zissman**, Contributing Writer

As the renovation market continues to grow through the current economic upswing, building owners and operators are finding new and innovative ways to make a splash in their space by reimagining the ceiling.

"When building an entirely new space within an existing framework, the success of the project will be how well you can massage the spaces," says John Kolb, director of architectural sales, Rulon. "You want to lighten up the ceiling and not make it so heavy, but at the same time you've got all the requirements, acoustical and otherwise. It's a little more work on the design end to make it come out successfully, but I think people can appreciate it more."

Working to create a custom look above, the designers of four renovation projects—Harrah's Cherokee Casino, Cherokee, N.C.; Konica Minolta, Dallas, Texas; the Society of the Four Arts, Palm Beach, Fl.; and Georgia Tech's McCamish Pavilion, Atlanta—took advantage of today's unique ceiling materials, shapes and colors in an effort to create something truly meaningful to each building's inhabitants.

Above: This acoustical ceiling project in Konica Minolta captures the distinctive idea of the architect that can be best described as "origami." Acoustical panels are suspended at different heights with most of the panels being visible from all sides, with the whimsical acoustical ceiling continuing through a cylindrical logo feature wall.



Konica Minolta, Dallas

When Konica Minolta set out to build a Customer Experience Center in Dallas to showcase their printer/copier solutions to businesses across the globe, they wanted an interior design that illustrated their brand, product innovation, quality and customer support.

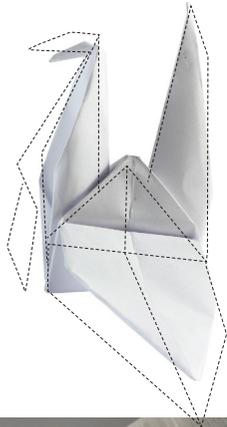
Repurposing the double volume entry of their new 12th floor high-rise location—a space that served previously as the reception area for a local law firm—Gensler was able to “brand” the space.

“We took the blue oval portion of the Konica Minolta logo and stretched it up so it became a silo,” says architect David Lubin, Gensler, Dallas. “When you get off the elevator, you’re hit with the Konica blue. This also allowed us to take advantage of the double volume space.”



Gensler employed 2,000-sq.ft. of **Gordon Interior Specialties** custom triangular ceiling panels, perforated in aluminum powder coat to reflect Konica’s signature copiers and provide the desired acoustics in the otherwise warehouse-like space.

“We took the ribbon section of the logo and twisted and turned it a little and that’s how we came up with the ribbon ceiling,” says Lubin. “The perforated metal draws eyes to the customer center. It was not only a brand expression, but we knew we needed a ceiling and took the opportunity to express it three dimensionally.”



Lubin says the ease at which metal can be manipulated made the design of these ceilings much easier. Because the company’s copiers are made of metal and plastic, the perforated metal gave the space the “techie feel” Lubin was looking for. “It was the only material that was light and malleable enough to get the effect we were looking for,” says Lubin.



Before it was Konica Minolta’s Customer Experience Center, the space housed a law firm.

Installers splayed hanger wires at various lengths and angles to minimize their appearance while avoiding obstructions such as doors, lighting fixtures and air ducts.

Above, an architecturally modified, life-size Konica Minolta “logo” serves as the focal point of the new space.

