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Interpublic Emerging Media Lab

LOCATION: Los Angeles, California

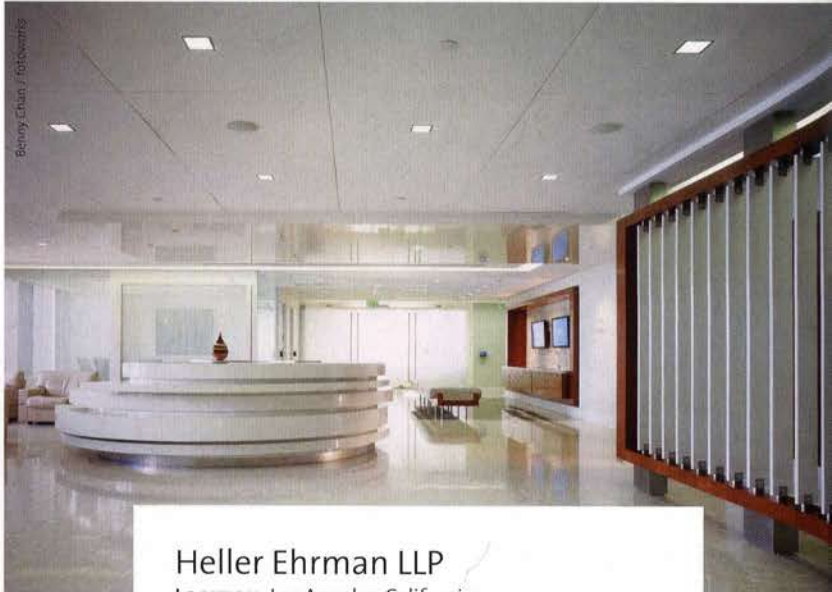
DESIGNER: Shubin + Donaldson Architects

WEBSITE: www.shubinanddonaldson.com

The Emerging Media Lab was conceived as a place where advertising creatives and clients can come together to experiment and experience the newest in home electronics with the aim to test, evaluate, adapt and improve how advertising messages might be seen and distributed on any size screen.

Shubin + Donaldson was challenged by the limited space allotted the project and by the client's desire for several distinct media environments, each to simulate an appropriate setting for different categories of consumer electronics. For design inspiration, the architects turned to film and television. They called on local Los Angeles talent from the entertainment industry to construct furniture, props and projection curtains. Thus, the media environments purposely resemble stage sets.

Seven zones comprise the 2,200-square-foot Emerging Media Lab: the Space of Anticipation (entry); the Living Room; Smart Kitchen; Play Area (for portable gadgets); Science Play Area (to see-how-it-works); the Conference Room (for brainstorming); and the Club House, a concealed space that contains all the state-of-the-art equipment that runs the Lab.



Heller Ehrman LLP

LOCATION: Los Angeles, California

DESIGNER: STUDIOS Architecture

WEBSITE: www.studiosarch.com

The STUDIOS Architecture team was selected to design the Los Angeles corporate offices for the attorneys at Heller Ehrman LLP and to create an "open and approachable" space that evokes a casual simplicity and elegance. The approximately 80,000-square-foot project has three levels with an internal stair. The program was to provide a conference center/reception area that allows a full-spectrum of environments from internal meetings to large multi-purpose mock trials to client conferencing. The 15-foot-diameter white lacquer reception desk is the focal point to receive guests. Adjacent and off the entry are two complementary sculptural millwork pieces; one is a vertical lacquer screen and the other a horizontal leather bench next to the guest coffee bar.

The overall effect is "light" with the white and cream palette and cherry wood accents. The office spaces and hallways are carpeted with a sisal-like patterned carpet, and an articulated base molding adds to the multiple layers of details accentuating "light and shadow." Earthy and textural fabrics add a final softer touch in contrast to the hard surfaces throughout.