



color markets

commercial



Time for a new **IDENTITY**

Mid-block strip centers consist of a wide range of tenants ranging from the local coffee shop, to the quick service dry cleaner. These businesses share something in common; they all share the same building.

Concrete blocks, prefabricated materials, and stucco are typical components that make up the exterior. Maintenance and aesthetics become a bigger issue because the competition in retail is more intense than ever.

With all the new avenues for selling product, retailers need to be creative and savvy in order to survive. Landlords are starting to consider the appearance of their buildings and how these improvements can entice new tenants, as well as, new customers. Research studies show unanchored strip centers have slashed lease rates in order to compete with the strip centers that have anchor stores. Staying competitive is crucial for property owners and creating attractive buildings becomes less expensive than the cost of vacancies. Over the past year, there has been a trend to refresh "outdated" strip centers.

Revitalization of these buildings include refacing the architectural facade, and painting new color schemes.

Creating fresh, updated color schemes encourages perspective tenants to lease spaces for their businesses and stir up excitement for pedestrian friendly shopping.

National management companies are beginning to develop color standards for their properties. Shades of brown paired with off whites, golden yellows, rich reds, steely blues and mossy greens are among the popular colors seen throughout mid-western and northern properties. Southern properties gravitate toward warmer tones such as yellow, terra cotta, bright white, grass green, and "coffee bean" brown.

Incorporating a "pop" of color on metal roofs, columns, rooflines, or accent elements, can awaken the mid-block strip center by creating a fresh, new identity.



IDENTITY

Textured Walls

add distinction and interest to interior spaces. Often times commercial interiors such as restaurants, will apply this type of product to the walls to hide imperfections or uneven surfaces. Tuff Wall Premium Texture Finish is a practical and cost effective commercial product with easy application properties.

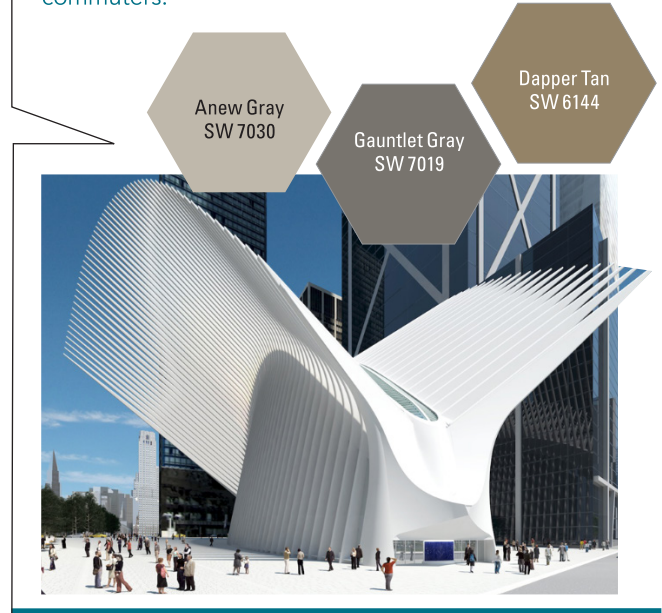
Tuff Wall is applied with spray equipment and creates different textures, such as orange peel, knockdown, or splatter effects. This product can be tinted before application or can be painted using any of the popular 2014 trend colors for commercial spaces.



Due to the printing process, colors shown approximate to the actual color.

Construction

of the new, **One World Trade Center in New York**, will be completed in 2015. The white marble subway station is said to resemble the image of a bird in flight. The design features steel ribs with glass in between, allowing light to the station 60 feet below ground. There are no vertical columns in the space, creating a sense of openness for pedestrians and home to many retail shops. The space will be rent-able for fundraising events, art shows, and even weddings. Architect, Santiago Calatrava will include acoustics and sound systems to create more of an event space in addition to its primary function as a subway station which serves more than 200,000 daily commuters.



OPEN IS OUT

The trend in corporate interiors for the past 5+ years was to develop an “open office plan” for employees to work and collaborate. Open office spaces encourage collaboration and creativity, but workers need “room to think”. Studies by the architectural firm, Gensler, have shown this concept may not be factual. Collaboration may actually make it more difficult to collaborate. Open-plan spaces tend to be noisy and distracting and may lead to an increase in sick days. Businesses need to focus on a balanced approach to the workplace with spaces that encourage both collaboration and focused work.

Workers who are able to focus more than half the work day are more likely to collaborate, learn, and socialize and are happier employees in the long run. “Good fences, make good neighbors.”

<http://iteam212.wordpress.com>

NEOCON 2013

NEOCON, (National Exposition of Contract Interior Furnishings), 2013 showcased an innovative technology called Bluescape. Bluescape is a large screen interface that serves as a digital workspace. Co-workers can collaborate, visualize and interact ideas and information through a large-scale, high definition, touch screen. This computer solution can interface with other computers, tablets, and smart phones anywhere. Multiple users can work simultaneously on a screen creating an interactive experience.



Gadgets

Smart watches are devices which function as a wearable computer. They are gaining ground and becoming more popular than tablets. Apple, Google, Microsoft, and Samsung have created their own version but all have similar functions in common. These devices not only provide the time and weather, but they have the ability to tweet, e-mail, listen to music, and monitor a person’s dietary intake and workout program.

If a smart watch is not your speed, check out Google Glass. Google Glass fashionable eye wear functions as a computer. The eye wear has a head mounted display in order to view the web hands free. Google Glass interacts from your own voice commands, and has audio incorporated into the side frame. A built in camera for photos and video is accessed by pressing the top portion of the display mount. The glasses are light weight, stylish, and will be available for purchase in the near future.