

Chemistry

Fred and Ginger had it. And they used it to make magic on screen.

We recently were asked what we felt our five best projects were. It is a difficult question, not unlike asking which are your favorite children or relatives. We struggled but answered and added that one of the factors in feeling they were our 'best' projects was not just their high-performance outcomes or design excellence, but the chemistry we developed with the clients.

It is an interesting challenge for those of us in the design profession, for unlike other professions such as law, where one is allowed 'discovery' to know the client before they have to perform at trial at the end of the engagement, the design phase is the first phase of a typical design project. So we have to 'read' your needs and character right off the bat and then respond to the program, budget and context with a design that hits the center of the design/ function/ budget/ schedule target.

To do that well, we have to get to know who you, what you do and how you do it.

This regional player in the wine business asked us to create a place that allowed them to "be the vineyard" to their customers, with a distinct branded identity that respected their third generation history.

Archaic materials and faux finishes were combined inside and out to stretch a modest budget to epic results with a neo-Gothic vocabulary that effectively distinguishes Hammer from the competition. An intimate ambiance was created with sensitive lighting, the modulation of chambers, and the careful integration of assets from the previous facility.

In the "Wine Cellar" tasting room, aged sherry barrels are arranged on a gravel pit opposite a dramatic stone fireplace with a carved limestone mantel figure of the Hammer logo. True gothic arches in circulation areas are cased in traditional oak, with niches for special product displays. Textured concrete and porcelain tiles create the effect of old slate flooring in many areas - at a lower cost.

Rare and choice wines are stored in a climate-controlled cellar off of the dining room, which is also a special place to share a tasting with customers.

"The team from Bill and Lynn on down became like family during the time we worked together. Everyone embraced our project as if it were their own."

G. Daniel Hammer, General Sales Manager
The Hammer Company/ Glazers of Ohio

The Hammer Company/ Glazer's of Ohio
Streetsboro, OH

*NAIOP Regional Design Award
Publication: Properties magazine*



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Mt. Hope, OH
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Dollar Bank/
Renovation of the Galleria at Erieview
Cleveland, OH
First Place, Retail Renovation, VM+SD
National Design Competition
City of Cleveland Redevelopment
Project of the Year
IIDA Cleveland Design Award



Technology Learning Center
Cuyahoga Community College
Cleveland, OH
American School & University Design
Award



Student Service/ Learning Resource
Center
Terra Community College
Fremont, OH



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Vocational Guidance Services Training
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AIA Cleveland Design Award
IIDA + IESNA Regional Design Awards



Waetgen Hall Renovations;
Cleveland State University
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Cafe Paradiso
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