

The client's directive was, "make this a place where women will want to shop and people will want to revisit". So Maestri was asked by a new property ownership to redesign the public spaces of a nearly complete and entirely empty retail location on Sunset Boulevard in West Hollywood.

To begin, our inclusive brainstorm process involved the development team, leasing agents and the key city planners — even the bankers were asked to participate. Our design goal was to create a balance that would counteract the existing harsh and angular architecture of dark glass and flat facades. A particular challenge was to incorporate our new elements in such a way as to make them feel always intended.

Design elements included a welcoming new fountain drawing pedestrians off the street to the interior plaza the property. Custom lighting features with poles feature the individual retail tenant blade sign-sand integrate hanging planters, accent and plaza lighting, as well as a system of overhead low voltage festoon lighting with spans over 100 feet and uses more than 700 fixtures.

The landscaping was incorporated into Maestri's design concept and is highlighted with colorful custom mosaic pots illustrating California native plants. Feature trees were added to cool the via spaces and a range of planting provides year-round color and texture unusual for an urban retail environment. The result became public garden paths lined by shops, shaded by day, lit by night and drawing visitors through an active three-dimensional sequence of designed spaces.

What was installed creates a softer and safer 24-hour environment. We achieved this by integrating elliptical and rounded forms with lighting, landscaping, color and signage. Through creating a better place, this property is now home to some of Sunset Blvd's most exciting new dining and shopping opportunities.

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