

One of the most powerful elements in establishing the *sense of place* at Santana Row is certainly the rich and diverse range of unusual colors. Maestri selected all 250 exterior colors and created one of the most sophisticated paint instruction documents ever developed, with related database which allowed for efficient contractor estimating, bidding, purchasing and in-the-field project management.

Color was studied historically, regionally and internationally for appropriate influences. Because Silicon Valley is the epitome of a multi-cultural environment, the colors reflect not only the people of today, but rewrite the Anglo-bias of the area — honoring the ancestry which is as much Hispanic and Chinese. Therefore, accent colors come from Latin countries, Asia, East India, and Europe to name a few. The palette is rich, saturated and vibrant. The colors were selected after studying many photographs and fine art paintings of related architecture through history. The study was so thorough, that the otherwise laborious city approval with planners and legal counsel, was a simple 30-minute presentation with a full blessing to continue without interference. It clearly pleased both the historic and future sensibilities of the San Jose city planners.

Technically, we are certain this is one of the most visually detailed color/paint design development packages existing. Every elevation for this development was pulled together from the various architectural firm's CAD drawings. The color was layered in the computer and shown on each elevation in such a way that the paint contractors were able to use these same layers to do their purchasing take-offs. A full site-wide database allowed the contractors to coordinate how to use repeat paint colors several blocks away and therefore not waste product or money. On-site communication was electronic and visually supported with digital photos for immediate feedback. The painters had enlarged colored plots to refer to while working. The few questions to the design team were answered within hours with an illustrated photo returned by e-mail to laptop computers in the field. The colored elevations were provided with draw-down samples which made what seemed to be a seriously complex project, absolutely seamless.

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