

Maestri saved the developer hundreds of thousands of dollars by creatively reusing a dilapidated strip center building on their project site. The results became an elegant 7000 sf marketing center. Instead of new construction this building's hideous coral pink & turquoise exterior was repainted, then camouflaged with graphic murals, large exterior art pylons and landscaping.

The existing building formerly housed several greasy-spoon restaurants. To be able to gut the building and reuse it for this large mixed-use project's beautiful new marketing facility was a truly "green" achievement — a feat we are very proud of. Furniture, lighting, & displays were chosen and fabricated for reuse in the permanent marketing facility.

Santana Row is one of the country's largest new residential and retail mixed-use developments. The marketing center was designed to accommodate retail store representatives flying from in around the world to see if they wanted to locate a store in this new urban district. It also served residents coming to determine if they wanted to lease a town home or loft.

A large conference room adjoining smaller private rooms allowed for large or small meetings and entertaining. Press conferences and large community meetings held in this welcoming space were truly wonderful — as the "feeling" and vision of Santana Row was communicated well in advance of completion.

As part of Maestri's placemaking concept, we chose to integrate "found objects" in the marketing center. This helped create anticipation and became an important part of the story of how the completed place would have international appeal.

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