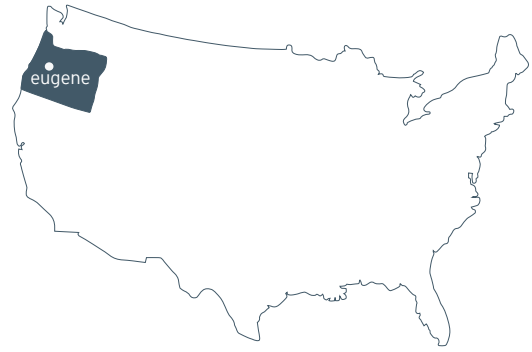


PACIFIC NORTHWEST PUBLISHING

Architect: Richard Shugar AIA, LEED AP
Project Manager: Gabriel Greiner AIA, LEED AP
General Contractor: McKenzie Commercial Construction

Completed 2012
Eugene, Oregon
18,000 sf commercial remodel



Downtown Site

Pacific Northwest Publishing involved transforming a large structure into a lively and multi-functional space that fosters creativity through spontaneous collaboration. Prior to the remodel, the blighted building housed a series of failed nightclubs and restaurants. However, once completed, the renovated building met the administrative and production needs of a growing publishing company.

The family-owned company produces educational videos and print materials so the major program elements are distributed between the two floors. Warehouse and video production functions are located on the ground floor while the administrative and graphic functions are located on the second floor. Unfinished spaces are reserved to allow for future growth.

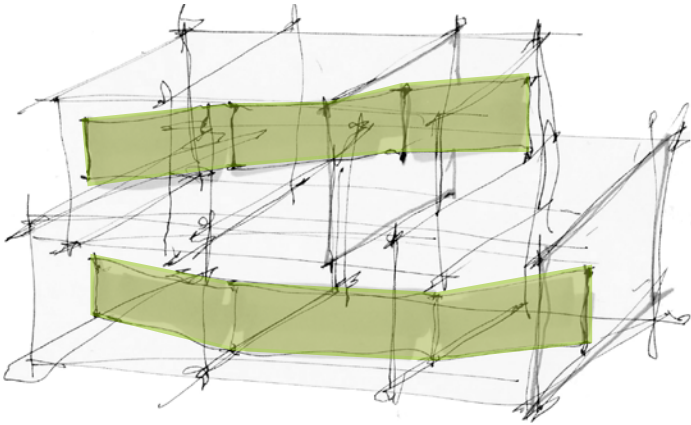




Connection to Site

Pacific Northwest Publishing is situated in an urban area on the edge of downtown Eugene. The glazed vertical circulation core is turned slightly off axis to gesture to the adjacent green pedestrian path. The existing path connects the building to the city and is the location of a Japanese American Internment Memorial. The memorial is significant to the client who's grandparents are Japanese immigrants.

Concept Development



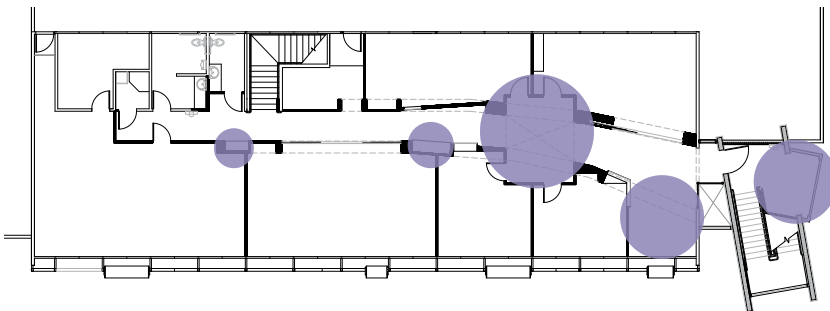
Film Frames

Pacific Northwest Publishing's video production section informed one of the main design concepts. The space was conceived as a series of film frames that shift to accommodate programmatic elements and circulation. This preliminary sketch describes this idea as it begins to take shape.



Camera Hoods

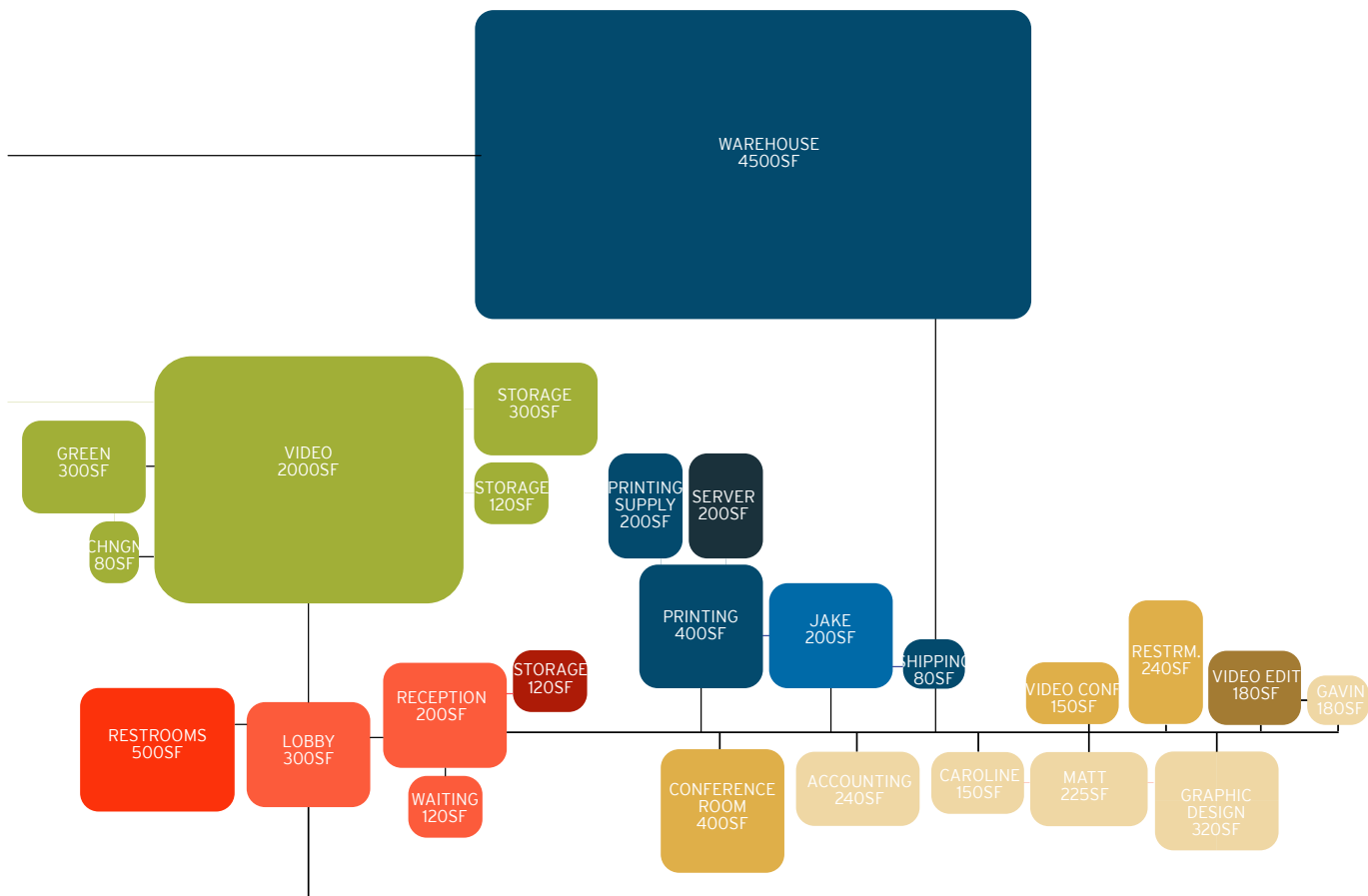
The articulated metal window frames were inspired by camera hoods used in video production. The large openings highlight the collaborative spaces on the 2nd floor. The openings also provide views to the street and access to south light.



Spontaneous Collaboration

Providing opportunities for spontaneous collaboration was a critical design objective. Pacific Northwest Publishing creates educational materials for children so it was important to the client to create informal spaces that foster a swift and easy exchange of ideas.

Programming



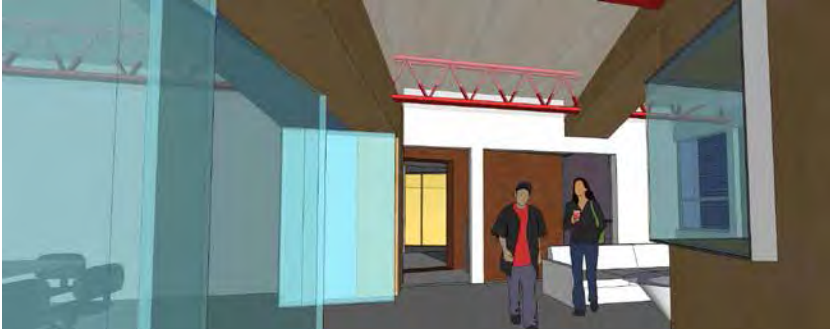
DAYLIGHTING PRIORITY

RECEPTION/CUSTOMER SERVICE	<div></div>	<div></div>	<div></div>
PRINTING/DISTRIBUTION	<div></div>	<div></div>	<div></div>
VIDEO PRODUCTION	<div></div>	<div></div>	<div></div>
OFFICE & GRAPHIC DESIGN	<div></div>	<div></div>	<div></div>



Collaborative Spaces

A palette of industrial and non-precious materials was selected to complement the existing structure. The walls are constructed with exposed plywood panels and brightly painted accent walls throughout the central circulation spine to define the building core. The flooring is functionally durable with patterns that are conceptually inspired by pixels and film strips. The mechanical ductwork and scissor trusses are left exposed to celebrate the industrial history of the building.



Final Design

Encouraging teamwork and cultivating creativity was one of the main design goals for this project. The meeting rooms include large sliding glass doors to provide flexible space, while the large stairwell offers generous landings and seating for people to meet and share ideas.

In addition, during the design process, we questioned the traditional role of basic building elements such as the wall. We envisioned the wall as serving multiple purposes and providing flexibility as opposed to simply dividing space. As a result, we incorporated several large openings with sliding glass doors in the corridor walls that allow one space to spill seamlessly into another. Walls were also thickened to house storage, displays, mechanical, and electrical equipment.









Exterior Design

The location at 6th and Willamette is one of the busiest in the city, with the Hult Center for the Performing Arts right across the street, and the team wanted the façade to reflect the energy of the new owners and to be a vibrant part of the urban fabric.

The exterior of the building's newly constructed stairwell is composed of high pressure laminate panels. The panels continue from the exterior to the interior lobby space and soften the transition from outside to inside. In addition, they define the new

building from the existing. The new metal solar shade on the south façade helps minimize solar heat gain during office hours, while the articulated window boxes mimic camera hoods used in video production and provide views and access to daylight.







Sustainable Strategies

- Rigorous investigations of thermal envelope during design process
 - R-28 Wall Assembly, R-38 Roof, R-30 Floor [greater than code required]
 - Use of energy modeling software
 - High efficiency glazing
- Existing mechanical replaced by a system that performs at 25% higher efficiency than traditional systems
 - Maintained and exposed existing structure
- Constructed walls serve multiple purposes [mechanical, storage, display]
 - Sun shades on south wall minimize solar heat gain
 - New electrical system installed
 - Recycled materials
 - High performance operable glazing





Interior Details

Beginning in the light-filled entry, the central spine of the building becomes apparent. Clad in plywood, it stands out from the brightly painted accent walls and defines the spatial geometry.

Finishes were kept simple; plywood, gypsum board, acrylic panels and vinyl flooring. Modern lighting completes the contemporary look.

A wood slab bar top that was left on the site was repurposed as a casual meeting space near the conference room.





Second Floor Interiors

The second floor is divided roughly in half with offices and conference rooms on the left and conference rooms, bathrooms and expansion space on the right.

Interior windows and glass doors allow permeability of the spaces, but can easily be closed off for privacy. The conference room glass doors are specially finished with a frosted surface that can be written on, eliminating the need for extra white board surfaces.



**"Our new building is an inspirational,
exciting place we look forward to being
in every day." Matt Sprick, CEO**



Production and Staff Spaces

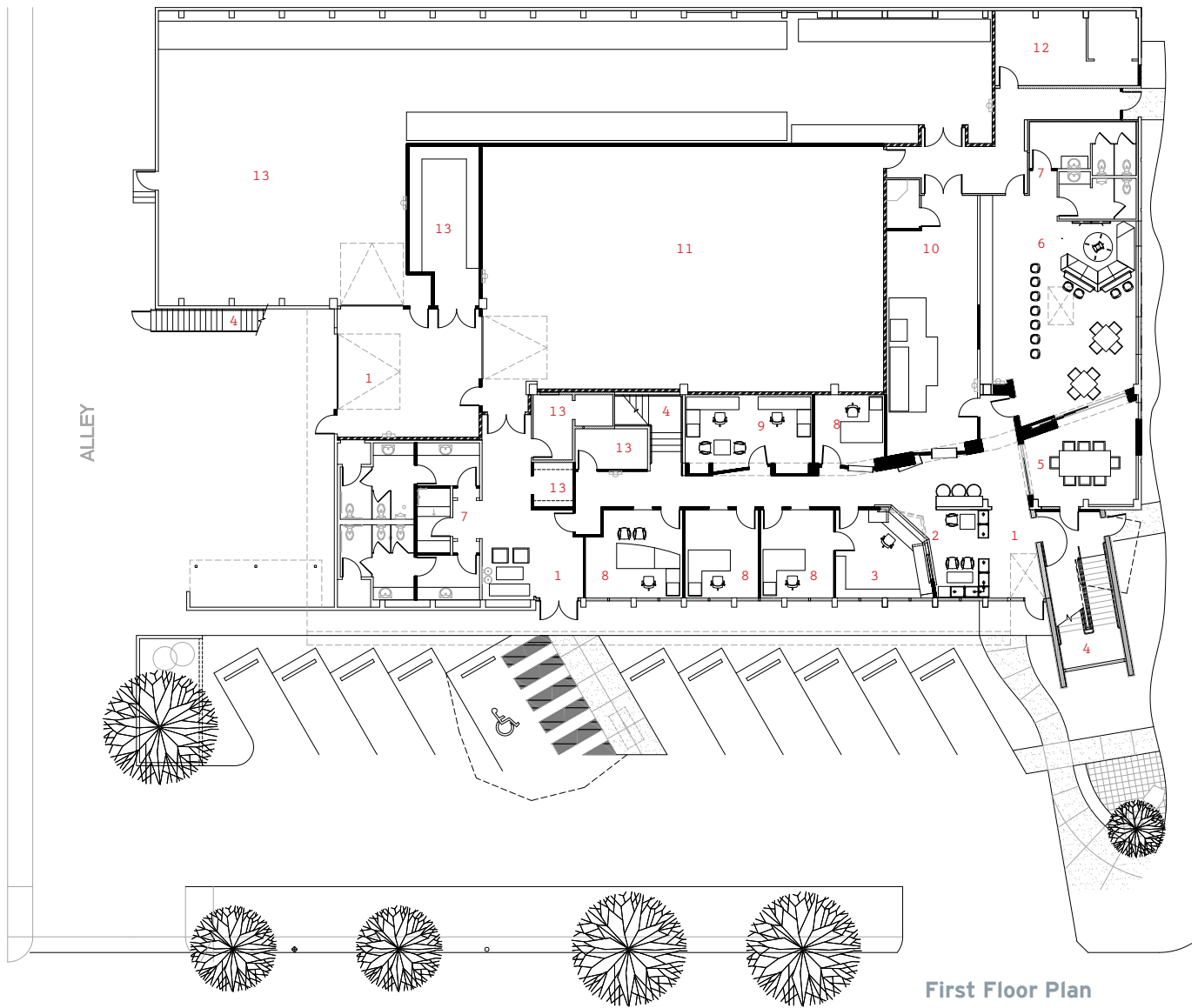
Production, warehouse and shipping space was incorporated into the existing footprint of the building. A shipping bay large enough for big trucks was included on the site.

A sound stage was also carved out of a corner of the warehouse space and is acoustically separated from the rest of the building so that videotaping can occur. Staff has a dedicated break room and kitchen that is adjacent to the first floor conference room.





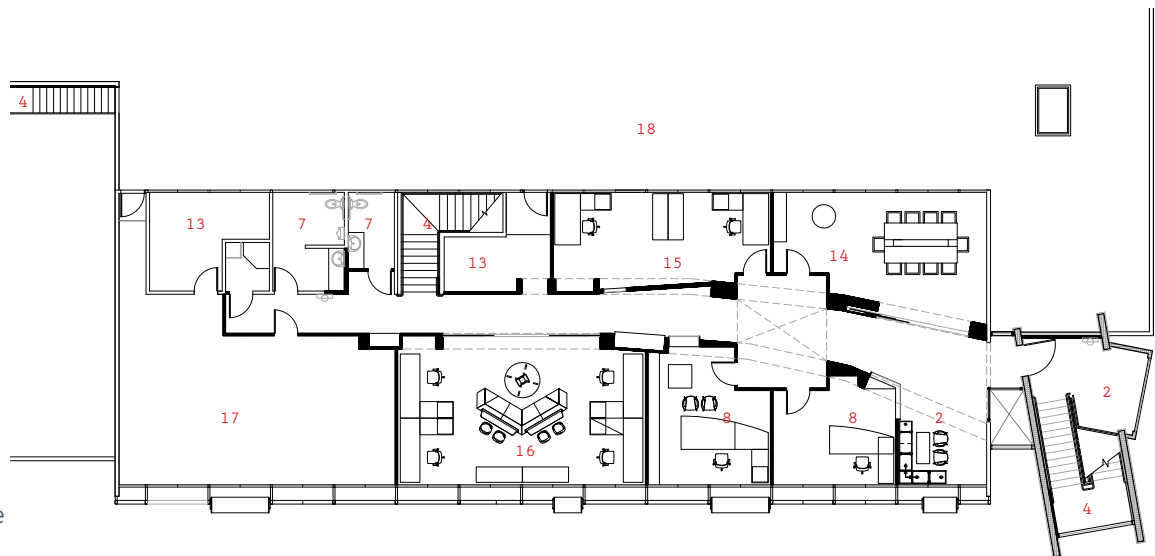




First Floor Plan

Legend

- 1 Entry
- 2 Lobby
- 3 Reception
- 4 Stair
- 5 Meeting
- 6 Green Room
- 7 Restroom
- 8 Office
- 9 Video
- 10 Printing
- 11 Studio
- 12 Server
- 13 Storage
- 14 Conference
- 15 Accounting
- 16 Collaborative
- 17 Future
- 18 Roof Terrace



Second Floor Plan

Publications

"Blighted Building to be Updated in Downtown Eugene"
Daily Journal of Commerce
February 2012

"A Quiet Transformation Downtown"
Eugene Register-Guard
April 2012

"A Room in the City Fabric"
Eugene Magazine
September 2012

AIA Design Awards

First Place
Mayor's Choice Award for Commercial Architecture, 2012



Client Feedback

"We choose Richard and his team for their innovative design skills and their collaborative approach to design. The 2fORM team has delivered everything we wanted and more."

"2fORM began the process by taking the time to learn about our company, and how we work. The design has truly been created to work with us. The design and construction process has been more than just a collaboration between Richard and his team. It has been a collaboration between us, the architects and our contractor, McKenzie Commercial Construction." -Matt Sprick, CEO



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