

ICSC
**United States Design and
Development Awards**
2010 Winners



The **ICSC U.S. Design and Development Awards** are designed to honor and recognize the premier design and development trends of retail projects and retail store design within the U.S. These awards only enhance and compliment the Design and Development Award programs currently offered by ICSC and will bring information and insight to the entire industry on what it takes to achieve the highest level of recognition in design and development within the U.S.



Winners of ICSC's U.S. Design and Development Awards program, along with winners from other regional design and development programs, will automatically be entered into the ICSC's Global Design and Development Awards competition, the Best of the Best VIVA (Vision, Innovation, Value, Achievement) Awards, and eligible to be named "The Shopping Center of the Year" or the "Best Sustainability Project". ICSC's Best of the Best VIVA Awards honor and recognize the most outstanding examples of shopping center design and development, sustainability, marketing, and community service worldwide. The winners of the Best of the Best VIVA Awards are announced during RECon, ICSC's annual convention in Las Vegas, Nevada.

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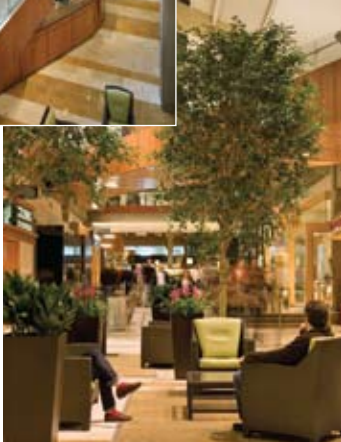
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Renovation or Expansion of an Existing Project

Retail Projects over 500,001 sq. ft. of total retail space



Bellevue Square Bellevue, Washington

Development/Management/Finance/Leasing Company: Kemper Development Company
Owner: Bellevue Square/Kemper Development Company
Design Architect/Graphic Designer: RTKL
Production Architect: Sclater Partners Architects
Lighting Designer: T Kondos
Landscape Architect: Mesa Design Group
General Contractor: GLY

Total Retail Space: 1.3 million sq. ft.
Number of Stores: 196



Bellevue Square is a superregional center located in the central business district of Bellevue, Washington. Bellevue Square has evolved since the 1940s from an open-air center to an enclosed environment. Over the decades, Kemper Development Company has successfully executed a number of expansions and conversions of this space. In early 2008, the decision to aesthetically upgrade the center corresponded to an announcement of a new nearby development that included upscale luxury retail. KDC wanted to give the center a design personality that is reflective of its location in a sophisticated and affluent Northwest city. In the new design, RTKL collaborated with KDC's in-house design team and with Sclater Partners Architects, the original architect of record for the center. This collaboration created a \$45 million design upgrade that highlights the elegant simplicity of the original exposed concrete structure while adding richness with wood panels, ornamental glass handrails, natural limestone floors, garden-inspired furnishings, new elevators, an expanded Kid's Cove play space, and enhanced lighting, all responding to a new design concept called Urban Garden. The resulting design is seen by longtime Bellevue shoppers as the refinement and enhancement of a classic.

Cherry Hill Mall Cherry Hill, New Jersey

Owner/Development Company: Pennsylvania Real Estate Investment Trust (PREIT)
Design/Production Architects/Graphic Designers: JPRA Architects
Lighting Designer: Grenald Waldron Associates
Landscape Architect: Mesa Design Group
General Contractor: Torcon, Inc.

Total Retail Space: 1,297,060 sq. ft.
Number of Stores: 165



The Cherry Hill Mall Renovation and Expansion project consisted of the addition of a 138,000 sq. ft. Nordstrom department store, an additional 62,000 sq. ft. of two-level mall GLA, a new two-level parking structure and the complete metamorphosis of the entire existing interior common areas. Prior to the renovation, PREIT recognized a need to elevate the mall to become the area's leading shopping and dining destination. As a result of underperforming sales and a closed department store, which thrust the occupancy rate down to 63%, the decision to renovate and expand was a simple one.

As the guest enters the center, new beautifully landscaped entry plazas provide a sense of welcome and introduces the visitor to a material palette of warm colored stone, satin finish stainless steel and bright skylight ceilings. Outside the main entrance, the guest is presented with an array of dining options as part of the new Restaurant Row including: The Capital Grille, Seasons 52, California Pizza Kitchen, and Maggiano's Little Italy. On the inside, a stylish new selection of lighting, beautifully detailed wood-finish column covers and new tile floors in contemporary colors and patterns establish a fashion forward image throughout the center. The new grand court welcomes guests to take part in seasonal events within this comforting and exciting space. Soft seating, benches, and landscape planters add to a customer friendly attitude, while supporting the mall's interior architecture and retail purpose. Cherry Hill Mall, now re-merchandised and redesigned as the preferred destination of choice for shopping, dining and entertainment, also provides an engaging and memorable experience for shoppers, diners and visitors alike.

Danbury Fair Mall Danbury, Connecticut

Owner/Development/Management/Leasing Company: Macerich

Design Architect/Graphic Designer: 505 Design

Production Architect: Create Architecture Planning & Design

Lighting Designer: Hillman Dibernardo Leiter Castelli

Landscape Architect: Ambius

General Contractor: Whiting Turner Contracting Company

Total Retail Space: 1,292,176 sq. ft.

Number of Stores: 160

After acquiring the Danbury Fair Mall in 2005, Macerich felt this dated center needed an upgrade to bring the mall in line with consumer expectations. The interior was completely redesigned to convey the feel of an elegant and upscale center. New, light-toned stone floors were installed and the old globe lights were replaced with energy efficient lighting fixtures. One of the biggest overhauls done to the center was the removal of large scale fountains in the center court that took up most of the floor space. In its place, a Starbucks Coffee Bar, soft seating with tables and small water features were installed.

The design of the center's interior evolved from the notion of a retail center that felt like an upscale hotel lobby. Multiple seating areas and the center court lounge enhance the sense of hospitality and entice visitors to stay longer, as well as using the mall as a social gathering place. A completely new color scheme added to the overall sense of warmth and made Danbury a place where visitors want to linger, play and shop.



Hammond Square Hammond, Louisiana

Development/Management/Leasing Company: Stirling Properties, LLC

Owner: Palace Properties, LLC

Design Architect/Graphic Designer: HKW Associates, PC

Production Architect: David Blackmon, AIA, LEED AP

Lighting Designer: WLS Lighting Systems

Landscape Architect: Site Works Studio

General Contractor: Hoar Construction, LLC

Finance Company: Capital One, N.A.

Total Retail Space: 661,783 sq. ft.

Number of Stores: 50

Hammond Square Mall, originally built as a split-level mall, had not been updated since its opening over three decades ago and was in desperate need of a revitalization. Its recent redevelopment transformed Hammond Square from an enclosed mall into a 630,000 sq. ft. power and lifestyle center. With unparalleled access and visibility from Interstate 12 and conveniently located near a highly populated college, Hammond Square wanted to capitalize on this catchment area. With power anchors like Sears, Dillard's, Target and JC Penny, Hammond Square offers affordable fashion to the discerning consumer.

The architectural style for the center pulls from familiar, traditional detailing while acknowledging the practical requirements of retail buildings such as large signage areas and leasing flexibility. Brick and synthetic stucco walls are the primary material and signature elements, like copper lanterns and clay tile roofs that are used to highlight specific areas.



The Oaks Thousand Oaks, California

Owner/Development/Management/Leasing Company: Macerich

Production/Design Architects/Graphic Designer: Omniplan

Lighting Designer: Candela

Landscape Architect: John K Innes

General Contractor: Whiting-Turner Contracting Company

Total Retail Space: 1,130,975 sq. ft.

Number of Stores: 151



The renovation of The Oaks blend old world style and fashion forward retail, bringing its community a new destination for shopping, dining and entertainment. Previously a bland indoor-only experience with no recognizable architectural style, The Oaks now offers indoor and outdoors experiences with new upscale retailers and restaurants. The redevelopment plan enabled a new Nordstrom to be built along with a movie theatre and restaurants.

An authentic architectural expression based on the historic Spanish Colonial architecture of Southern California has brought a strong upscale character to the center. Rotundas, clay tile roofs, fountains, hand painted tile, wrought iron, cast stone, stone paving and custom carpets bring a new level of richness and detail to the center. The beauty of the native oaks and other landscaping from the original mall were enhanced with a significant increase in trees and plants throughout the grounds.

A new food court modeled on dining rooms in historic Spanish Colonial homes opens to a outdoor dining terrace. Large new restrooms and family rooms, covered parking, and numerous outdoor and indoor seating areas provide a level of customer comfort not previously seen at the Oaks. The redevelopment of The Oaks will allow it to successfully serve its customers and community for many years to come.

Plymouth Meeting Mall Plymouth Meeting, Pennsylvania

Owner/Development/Management/Finance/Leasing Company: Pennsylvania Real Estate Investment Trust (PREIT)

Design/Production Architect: CREATE Architecture Planning & Design

Graphic Designer: ex;t

Lighting Designer: Grenald Waldron Associates

General Contractor: IMC Construction

Total Retail Space: 939,186 sq. ft.

Number of Stores: 110



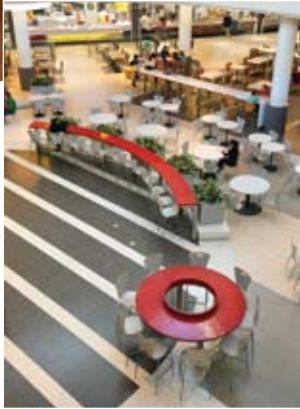
Built in 1966, the original vision for Plymouth Meeting Mall was for it to be a center of a larger, mixed-use development but it devolved into just another mall. When PREIT acquired the center, it was clear that its original vision needed to be brought back to life. The renovation had to be inventive and provide design solutions that would retain and attract a strong roster of tenants while rebranding it to the community as a new experience in a familiar setting. CREATE Architecture was brought on to redevelop Plymouth into a premier destination where work, shopping, leisure and entertainment intertwine.

In order to cater to both the middle and upscale markets, new exterior plazas were designed for all four of the existing entrances, each with a different visual identity that offers a variety of dining, fashion and entertainment experiences. The outdoor lifestyle wing brought a new level of excitement and energy with the addition of a Whole Foods Market (the region's largest) that includes rooftop eating and adjoins with the beautifully landscaped open-air plaza. The plaza has a lifestyle feel, created through textured concrete, large decorative planter boxes with seating areas and dramatic lighting.

Promenade Temecula Temecula, California

Development/Management/Finance/Leasing Company: Forest City West
Owner: Temecula Town Center Associates, L.P.
Design Architect: F+A Architects (Exterior), GHA Shoppingscapes (Interior)
Production Architect: F+A Architects (Exterior), Nudell Architects (Interior)
Graphic Designer: Redmond Schwartz Mark Design
Lighting Designer: Francis Krahe & Associates
Landscape Architect: SWA
General Contractor: The Whiting-Turner Contracting Co.

Total Retail Space: 1,159,657 sq. ft.
Number of Stores: 162



Situated on 78 acres in Temecula, California, Promenade Temecula opened as an indoor shopping center in October 1999. At the time, Temecula was a young, growing city with great potential, and while Promenade Temecula was one of Forest City's strongest performers, research showed that residents were looking for a more high-end shopping experience, with upscale retailers and restaurants. Knowing that many of these tenants preferred outdoor locations, Forest City decided to take advantage of Temecula's beautiful weather and added an outdoor component to the center in a main street-style layout. The vision: to create a new Promenade Temecula, imbued with a welcoming spirit of timeless elegance, the new town center for Temecula.

Instead of simply tacking on some outdoor areas to the center, the company sought to create an entirely new shopping experience that seamlessly blended the indoor and outdoor venues into a single, cohesive center. The entire center was re-envisioned, rebranded and renovated to create a pedestrian-friendly shopping, dining and entertainment destination. All public areas have been rejuvenated with modern, yet timeless materials. Restrooms were redone with added family rooms to make parent's lives a little easier. Plus, a revamped food court and added restaurants would make it a true destination. In March 2009, Promenade Temecula's rebirth was officially unveiled, featuring upscale retailers and restaurants in a main-street setting.



Westfield Galleria at Roseville Roseville, California

Owner/Development/Management/Leasing Company/General Contractor: Westfield Corporation, Inc.
Design Architect: Westfield Design in Collaboration with Gensler
Production Architect: Gensler
Lighting Designer: T. Kondos Associates
Landscape Architect: Land Architecture

Total Retail Space: 1,413,263 sq. ft.
Number of Stores: 226



Westfield and Gensler collaborated successfully to enhance and upgrade the existing Galleria at Roseville to create the preeminent shopping center serving Sacramento and the Gold Country. This expansion project was carried out in two phases and opened during late 2008 and early 2009. The project unites existing and new elements to meet the needs of the diverse and growing suburban community of Roseville. The completed design offers a mosaic of spaces that support a variety of experiences and interests. At the heart of this mosaic, the featured and newly renovated outdoor promenade offers activities for all members of the family, a gathering place for local culture, a community garden and a grand entrance from the west approach to the Galleria. At the interior, the collection of new shops provides a careful balance of both elegant and more value oriented retail, a spectacular new dining terrace and featured family amenities and lounges have raised the status of the center from that of a regional to a true superregional center. Completed during an era of reduced consumer spending in the US and the global marketplace, the completed project has resulted in a 46% increase in visitors to the Galleria. It has also created more than 1,600 new jobs, and contributes significant new sales tax revenue to the city of Roseville.

Westfield SouthCenter Tukwila, Washington

Owner/Development/Management/Leasing Company/Design Architect: Westfield LLC
Graphic Designer: Square Peg Design
Lighting Designer: Kaplan, Gehring, McCarrol
Landscape Architect: Jeffrey B. Glander and Associates
General Contractor: Bayley Construction

Total Retail Space: 1,700,000 sq. ft.
Number of Stores: 245

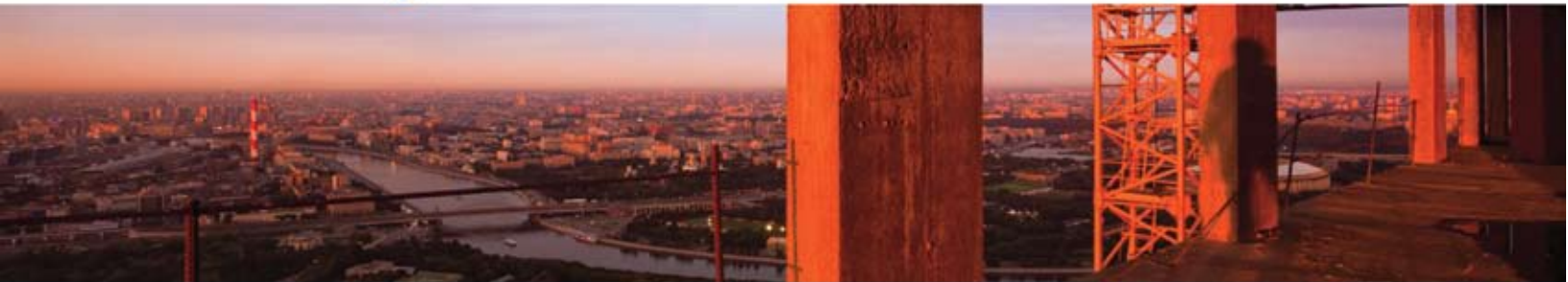


Minutes from downtown Seattle, Westfield Southcenter, at 1.7 million sq. ft., is now the largest shopping center in the Pacific Northwest. In a market of middle class working professionals, the aim of the expansion was to grow the customer base by increasing the center's offerings with new fashion and entertainment tenants and attract those customers who might otherwise bypass Southcenter for downtown or other points north. The \$240 million expansion comprises 400,000 square feet that includes an AMC theater, Borders, flagship locations for H&M and XXI Forever, several fine-dining restaurants, a dining terrace and two new parking structures. The expansion provided the opportunity to open up the traditional, inwardly focused mall to the exterior, creating a new public face for the project and bringing new energy to the south side of the site.

Aesthetically, the design goal was to create a bold new expression for the center that would address the strong regional character of the Pacific Northwest and be sympathetic to the existing structures that were to remain. At the urban scale, the south façade, with its memorable silhouette, serves as an appealing visual beacon, visible from the nearby highways. A dramatic 80 glass curtain-wall entrance, with a bold roof and dynamic exposed structure, is the centerpiece of the new exterior and a focal point for the composition of brick, stone, glass, and metal elements. The designs of the exterior tenants are successfully balanced with the strong visual presence of the overall project.



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Innovative Design and Development of a New Project
 Retail Projects under 150,000 sq. ft. of total retail space



Hill Center Nashville, Tennessee

Owner/Development/Management Company: H.G. Hill Company
 Design/Production Architects/Graphic Designer: RTKL
 Lighting Designer: RTKL/T. Kondos
 Landscape Architect: Hawkins Partners
 General Contractor: Hoar Construction
 Finance Company: Sun Trust
 Leasing Company: Gorney Realty and Southeast Venture Company
 Total Retail Space: 136,559 sq. ft.
 Number of Stores: 27



Hill Center is a 220,000 sq. ft. mixed-use lifestyle center comprised of retail, dining and office facilities in the Green Hills neighborhood of Nashville, Tennessee. Opened in December 2007 on the site of a former strip mall, Hill Center provides a highly pedestrian-friendly, retail-driven environment and a popular gathering place for shoppers, workers, and residents in the area.

Modeled after the traditional tree-lined main street, the Hill Center design incorporates a varied mix of traditional Nashville storefronts, masonry patterns, and window types that coexist with contemporary surfaces and glazing expressions. The center is designed to ensure that future additions to the street can be easily integrated into the landscape. The development is punctuated by a series of small-scale “pocket parks” that dramatically increase connectivity between the two surrounding arterial roads while engaging the buildings in a cohesive environment.



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Innovative Design and Development of a New Project

Retail Projects over 500,001 sq. ft. of total retail space



The Shops at Wiregrass Wesley Chapel, Florida

Development/Management/Leasing Company: Forest City Enterprises, Inc.
Owner: Forest City Enterprises, Inc. and The Goodman Company
Design/Production/Landscape Architects/Graphic Designer: Cooper Carry Inc.
Lighting Designer: The Lighting Practice
General Contractor: The Winter Companies, Inc.
Finance Company: Charter One Bank, Wachovia, Nova Scotia

Total Retail Space: 733,697 sq. ft.
Number of Stores: 90

This lifestyle center consists of 734,000 sq. ft. of retail space creating a community destination for the area of North Tampa in Pasco County, Florida. A part of a larger development which includes a 24-screen theater complex, restaurants, townhouses and single-family homes, this 68-acre first phase creates a unique experience for the shopper. A crescent-shaped main street is oriented to the pedestrian and has three distinct plazas: one for the community events, one for adults and one for families. JC Penney and Dillards department stores anchor the ends of the crescent with Macys at the center. National retail shops in between are scaled for the pedestrian.

The architectural design reflects an updated version of the vernacular for the region, which concentrates on maximizing the climate: wide overhangs for shade, wide openings for ocean breezes, lush landscaping and water for cooling affects. Color, different stucco textures and details such as embedded tile and colored concrete paving add texture to the public space.

Located in an area of Florida that has experienced explosive growth in young families, Wiregrass has become the gathering place for the entire community. Event-driven promotions and a children's play area in the Center Court area provide the surrounding community reasons to gather with friends, enjoy a meal and stroll.

Tanger Outlets at The Arches Deer Park, New York

Owner/Development Company: Deer Park Enterprise, LLC
Design/Production Architect: Adams + Associates Architecture
Graphic Designer: Sussman/Prejza
Lighting Designer: Optima Engineering, PA
Landscape Architect: Oehme Van Sweden & Associates, Inc.
General Contractor: BDG Construction
Management Company: Aurora Contractors
Finance Company: Bank of America
Leasing Company: Tanger Outlet Centers

Total Retail Space: 696,461 sq. ft.
Number of Stores: 83



Tanger Outlets at The Arches is the largest development on Long Island to be constructed in over three decades and is the first certified LEED center in New York. This hybrid center combines theatres, a health club, offices, restaurants and outdoor public spaces with outlet retail tenants that also functions as a community center with free outdoor concerts, an ice skating rink and a local farmer's market. Tanger Outlets offers a sophisticated, metropolitan shopping experience that mixes amenities and high-end retail in a strategic location and merges upscale sensibilities with outlet center discounts.

The center is modeled after Italian architecture with stucco, red-tiled roofs, faux balconies, columns, cornerstones and, of course, arches. The pedestrian-friendly walkways connect the piazzas and the central courtyard features a large fountain. The walkways allow guests to experience the convenience of a covered gallery with the beauty of natural day lighting through the delicately structured translucent canopy.



Tempe Marketplace Tempe, Arizona

Development/Management Company: Vestar Development Co.

Owner: Vestar TM-OPCO, L.L.C.

Design Architect: HTH Architects

Production Architect: Butler Design Group

Graphic Designer: Bleier Industries

Lighting Designer: Creative Lighting Designs

Landscape Architect: IMA

General Contractor: Foursite Construction

Finance Company: Bank of America, Chase Bank, Compass Bank, Gu

Leasing Company: The Corritore Company

Total Retail Space: 1,235,928 sq. ft.

Number of Stores: 86



**SILVER
SUSTAINABILITY
AWARD**



Tempe Marketplace is an open air, regional power, lifestyle and entertainment center located in Tempe, Arizona. This \$286,000,000 project sits on 130-acres in the shadow of Arizona State University and occupies more than 1.3 million square feet.

Tempe Marketplace is a hybrid center consisting of a destination retail power center located around the perimeter of the site, and an open-air interior grouping of buildings and common area called "The District." The power center is anchored by Target, Best Buy, Old Navy, JCPenney and Sam's Club. The District is anchored by Harkins Theater, Dave and Busters, and Barnes & Noble and includes more than 100 specialty retail shops and a food court. At the core of the District is a stage surrounded by a large plaza, which serves as a community gathering space for thousands of people to enjoy the endless venues of entertainment on display every week. Unlike other local destinations, the District offers a large, lighted outdoor center stage with a jumbotron LED monitor for live concert performances. Tempe Marketplace is also known for its custom signage throughout the property, including a massive unique sign arc, which greets commuters on the nearby Loop 202 freeway. The design features include flying rooflines, colorful accents, abundant seating areas, fireplaces, and misting systems and canopies. Despite its size, Tempe Marketplace feels intimate and cozy and has become a 24-7 destination.



metamorphosis | me-tə-'mór-fə-səs | (noun)

1. the process of transformation from a regular mall into an award winning retail destination.



Before



After



Before



After

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**Innovative Design and Development
of a New Project
Mixed-Use Project**



Legacy Place Dedham, Massachusetts

Development/Management/Leasing Company: WS Development
 Owner: WS Development/National Amusements
 Design/Production Architects: Prellwitz Chilinski Associates (PCA Inc.)
 Graphic Designer: Roll Barresi & Associates
 Lighting Designer: Engineering Advantage, Inc.
 General Contractor: Suffolk Construction
 Finance Company: Sovereign Bank

Total Retail Space: 430,000 sq. ft.
 Number of Stores: 75



**SILVER
SUSTAINABILITY
AWARD**

Legacy Place, a 675,000 sq. ft., mixed-use lifestyle center in Dedham, MA, is the largest open-air shopping destination in eastern Massachusetts. The six-building complex transformed an under-used blacktop along a strip-mall laden thoroughfare into a day-night destination featuring 80 local and national retailers, eight restaurants, and a 14-screen Showcase Cinemas theater, all framed around two pedestrian-friendly, town-like squares. The first lifestyle center within Boston’s densely-populated route 128 beltway, the project was designed as a new type of urban-suburban experience—a retail village that comes alive at night, with eclectic tenants and architecture and site planning that carefully combine suburban amenities with urban-inspired shopping and style. Early leasing momentum and a fast-track construction schedule helped the project open on schedule despite last year’s difficult economy. Since debuting in June 2009 at 85% leased, the project is now fully leased and 98% occupied. Revenue has exceeded expectations, and on December 20, 2009, Legacy Place has become one of the rare bright spots in retail. It is the first time Boston shoppers are able to experience high-quality retail in an outdoor venue with entertainment and dining.

The Village at Allen Allen, Texas

Owner/Development/Management/Leasing Company: The MGHerring Group
 Design Architect: JPRA
 Production Architect: Architecture +
 Graphic Designer: Huie Design
 Lighting Designer: Bliss Fasman Lighting, Inc.
 Landscape Architect: Site Solutions
 General Contractor: Cadence McShane
 Finance Company: Prudential Real Estate Investors

Total Retail Space: 965,653 sq. ft.
 Number of Stores: 58



The Village at Allen is one component of a joint, 3 million-square-foot regional, mixed-use lifestyle center located in both Allen and Fairview, Texas. It showcases a diverse collection of shops, restaurants and entertainment venues. It features defined architectural styles and luxurious attention to detail. Promenades, walkways and plazas are accented with unique signage and distinctive lighting, mature landscape and a variety of gathering spaces throughout the shopping areas. The center features generous public spaces including the Canine Commons dog park; “Village Express Caboose” located in the children’s play area; “The Grove” and pavilion featuring an outdoor fireplace and seating area; lakes and fountains; and four miles of hike/bike trails.

The Village at Allen opened in October 2008 and features approximately 1.5 million sq. ft. of retail, restaurant and commercial space. It is anchored by Anderson’s Furniture, Best Buy, Babies “R” Us and Toys “R” Us Superstore, Dick’s Sporting Goods, Hemisphere, HomeGoods, PetSmart, ROSS Dress for Less, Super Target and TJ Maxx. In addition to the retail and restaurants, The Village at Allen includes the 6,225-seat Allen Event Center and the Courtyard by Marriott Dallas-Allen at the John Q. Hammons Center.

Retail Store Design

Stores in excess of 10,001 sq. ft. in area

Walgreens New York, New York

Company: Walgreens

Architect/Designer: Lee Levine Architects, P.C.

General Contractor: Matassa Construction, Inc.

Type of Merchandise: General



In the heart of Times Square, with 35 million tourist visits annually, One Times Square, known the world over as the “Ball-Drop Building,” opened in 1905 for occupancy as The New York Times headquarters. Early in 2007, Walgreens considered the leasing of this building for the establishment of a flagship store and recognized the significant retail and signage opportunities at this site, once occupied by Walgreens in the 1930’s.

The vision included the establishment of the largest LED signs in Times Square, rising diagonally and dramatically up the east and west facades of the tower with continuous perimeter animated LED signage suspended behind the curtainwall in the entry level retail space.

Significant interior design challenges also had to be confronted in order for Walgreens to be successful where other retailers had failed. The planning needed to address separation of the vertical and horizontal movement of customers and product through the three sales levels. Existing elevators were situated along a narrow corridor between an entry from West 42nd Street and the two main entries from Seventh Avenue and Broadway. A serpentine animated band of colored light was designed to lead customers from the southern end of the store to the escalators at the northern end. This light “spline” also separates the suspended ceilings and lighting on the eastern side from the exposed pendant lit open ceilings on the western side. The result was the total integration of interior and exterior design that successfully anchors an incredibly visual and vibrant landmark of urban space recognized the world over.

Pacific Theatres Glendale 18 Glendale, California

Company: Pacific Theatres Exhibition Corp.

Architect/Designer: Perkwitz + Ruth Architects

General Contractor: Vratsinas Construction Company

Type of Merchandise: Entertainment



The Pacific Theatres Glendale 18 serves as a key anchor tenant and entertainment component for The Americana at Brand, and is the focal point of the center’s two-acre green. Its presence activates the space and lends itself as the backdrop to many concerts, sponsored events and civic occasions.

The project’s design intent was to elevate the level of the movie-going experience in order to appeal to the sophisticated consumer. The concept was to create a transformational journey to a more glamorous movie-going era and infuse the project with details that evoke a special “Americana” experience. The theater’s overall feel is reminiscent of the movie palaces of the 1920’s and 1930’s.

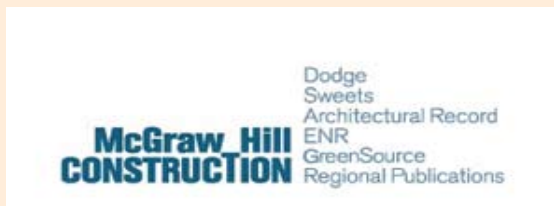
The experience begins with the stone framed grand proscenium window that theatrically stages the inviting interior of the entry lobby with its mural and chandelier. The striking mural, stretching 98 feet wide and 26 feet tall, is a key focal point of the lobby. It emphasizes the overall design concept with iconic images portraying the American West, the Hollywood entertainment industry and the City of Glendale. An elliptical-shaped foyer features the box office and guest services. It beautifully sets the theatrical experience with an intricately stenciled soffit and 45-foot ceilings. The effect provides guests with a hotel lobby-like arrival experience. Reinforcing this theme, the “box office” is designed as a hotel-like reception counter complimented by a concierge desk. The strong collaborative effort resulted in a true asset for The Americana at Brand. Years later, the theater continues to surpass expectations and delight patrons.



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2010 UNITED STATES DESIGN AND DEVELOPMENT AWARDS JURY

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