PLEASE BE SEATED

starting with the center seats

Smoke with consideration
ADDITIVE + SUBTRACTIVE

REIMAGINING THE WORK OF A MID-CENTURY MASTER
How do we modify the work of another to suit changing needs while respecting the buildings’ original character?

Specifically, when the building and its designer are internationally renowned?
IBM Manufacturing and Training Facility

Rochester, Minnesota

Eero Saarinen, Architect
HISTORY
Personal Connection
SITE
MASTERPLAN

- IBM
- Shared Amenities
- Multi-Family Residential
- Entry Pavilion/Event Space
- University of Minnesota Rochester
CASE STUDY
Bell Laboratories, Holmdel, New Jersey
SITE
MASTERPLAN

IBM

Shared Amenities

Multi-Family Residential

Entry Pavilion/Event Space

University of Minnesota
Rochester
“to provide an orderly scheme for maximum flexibility and growth.”

“to create harmonious and efficient working conditions.”
“Good design is good business.”
– Thomas J. Watson Jr.

“Always design a thing by considering it in its next larger context – a chair in a room, a room in a house, a house in an environment, an environment in a city plan.” – Eero Saarinen
Design Ideas
Multi-Family Housing
One Bedroom Unit
1,028 Sq Ft
Two Bedroom Unit
1,526 Sq Ft
On Color

“The vibrancy of the two blues, which helps avoid monotony at close view, changes when seen from the distance. Then the total effect is a dark blue band making a transition from the tawny-green, rolling landscape to the sky. In winter, the blue vibrates with greater intensity against the snowscape. The result is a building made up logically and appropriately for IBM of precise. Machine-manufactured parts.” – Eero Saarinen
IBM Entry Pavilion
Mullion pattern

Try larger strips of Cor-Ten Steel Panels.

Rework facade?
University of Minnesota – Rochester
Questions?