

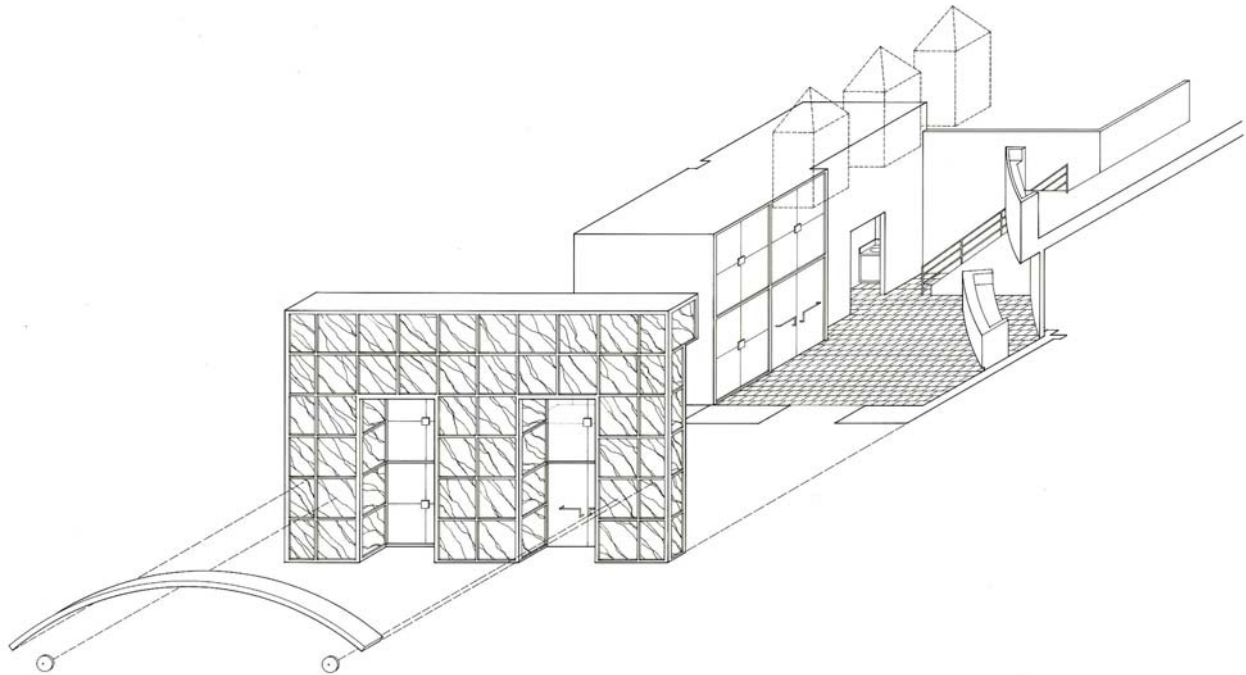
FRED SANDS REALTORS, ESTATES DIVISION,
BEVERLY HILLS, CALIFORNIA
Katie Powell, Project Designer,
Beck & Associates in conjunction with Rockefeller/Hricak Architects



The project was to renovate a building built in the late 1920's and most recently utilized as a retail space, which would then be utilized as the Fred Sands Realtors offices for their Estate Division.

The design challenge was that the space was complex in both plan and section. Access to the street was by way of a two story storefront area, leading to an upper loft. Neighboring tenants sat under the loft, and so the overall configuration is irregular and for the most part the upper office area lacked outside awareness.

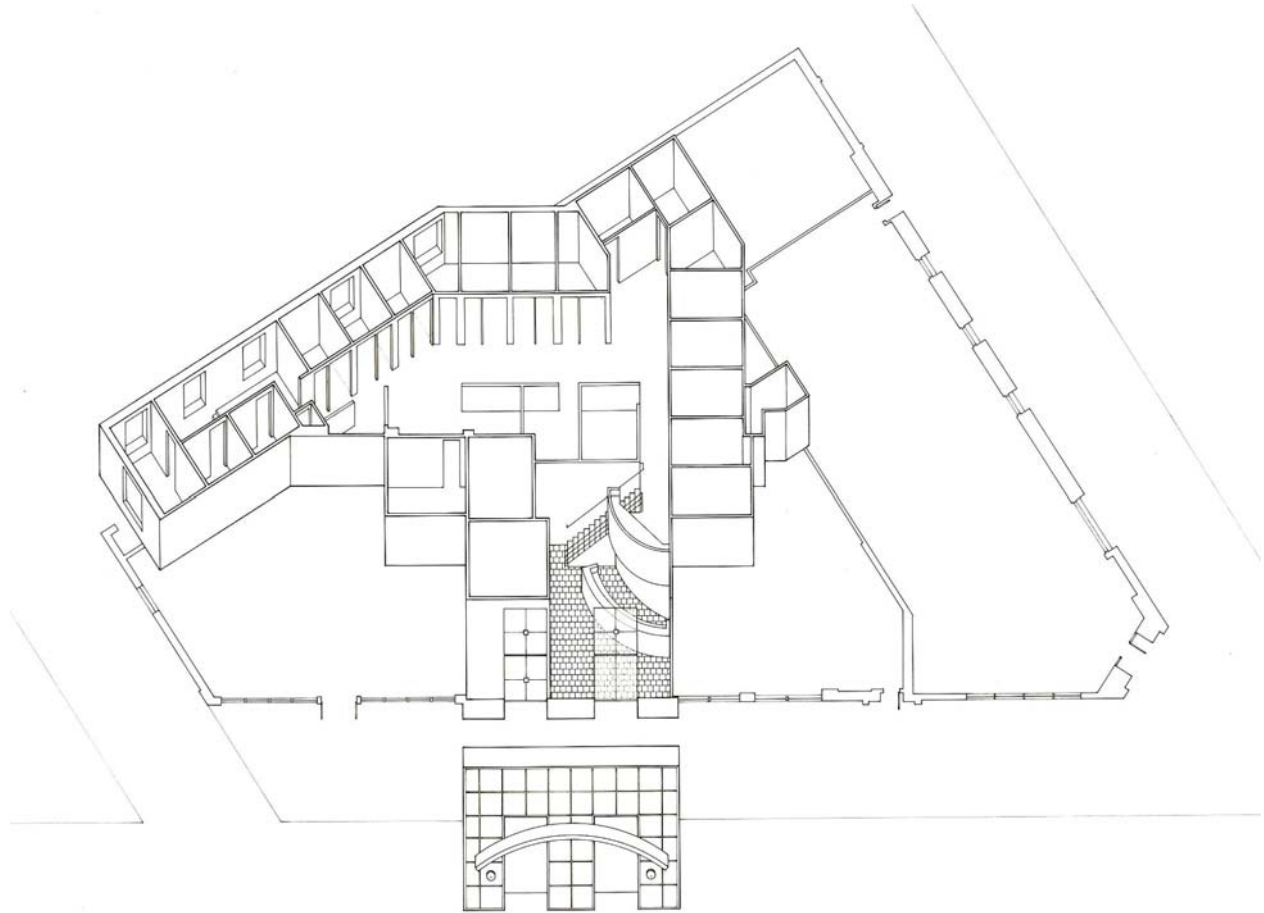
Our solution had to had to not only meet the usage requirements, but also had to respect the older buildings basic integrity, while conveying an image appropriate to the upper end of the real estate market.



The design for the storefront embodies our notion of establishment in its bilateral symmetry, its monumental yet appropriately scaled steel arch, and its use of stone as a cladding material. It suggests the company has a history of success and service in this segment of the industry.

As an acknowledgment of the irregularity of the overall interior space, we placed a solid panel where the entrance would be expected from a primary reading and offset the doors. Once inside, the uses of local symmetries create distinct object compositions within the space. There was a slightly disturbing tension caused by the disposition of the pieces and the promise of the front elevation.

The public zone extends from the storefront to the wall of the stair. The upper loft is a simple organization of perimeter offices with an open plan of support spaces in the center, which is open to the high volume of the lobby..



ⁱ Katie Powell was using her maiden name, Debra Beck.