

DESIGN SOLUTIONS

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Architectural Woodwork Institute
1952 Isaac Newton Square West
Reston, VA 20190

ELEGANCE AND FUNCTION KEYNOTE CORPORATE OFFICES

Photography by Rick Alexander



The entrance to Piggly Wiggly's corporate headquarters is warm and inviting.

A retail operation wants its customers to feel comfortable and at home in its stores. It wants its vendors and business associates to feel the same way in its corporate offices. The Piggly Wiggly Company, a Carolina based food retailer has achieved this in their newly completed headquarters at Albemarle Point Center in Charleston, South Carolina.

The Interior Architecture Group of LS3P Associates LTD. in Charleston, SC created a world class corporate environment using a vocabulary based on clean lines, attention to detail and exquisite craftsmanship.

"We wanted the space to reflect the organizations business philosophy of quality and integrity" notes Designer and Vice President of LS3P's Interior Architecture Group, Cameron Wilson. "Expert craftsmanship was the essential element in achieving this. It was the owners and contractors understanding of this that made the project such a great success. The millwork played an important role in our design, particularly with the significant number of custom pieces designed for the space. This extraordinary craftsmanship was found in AWI member firm Merritt Woodwork of Mentor, Ohio."

The millwork produced by Merritt in this 1.5 million dollar project, included the main reception desk, corporate conference table and credenza, stile and rail architectural wood paneling, door frames and borrowed lights throughout the public spaces and specially designed display windows in the Gallery. Merritt also provided the custom vanity, mirror and wardrobe in the Chairman's private bathroom and the high-pressure laminate casework in the ancillary spaces.

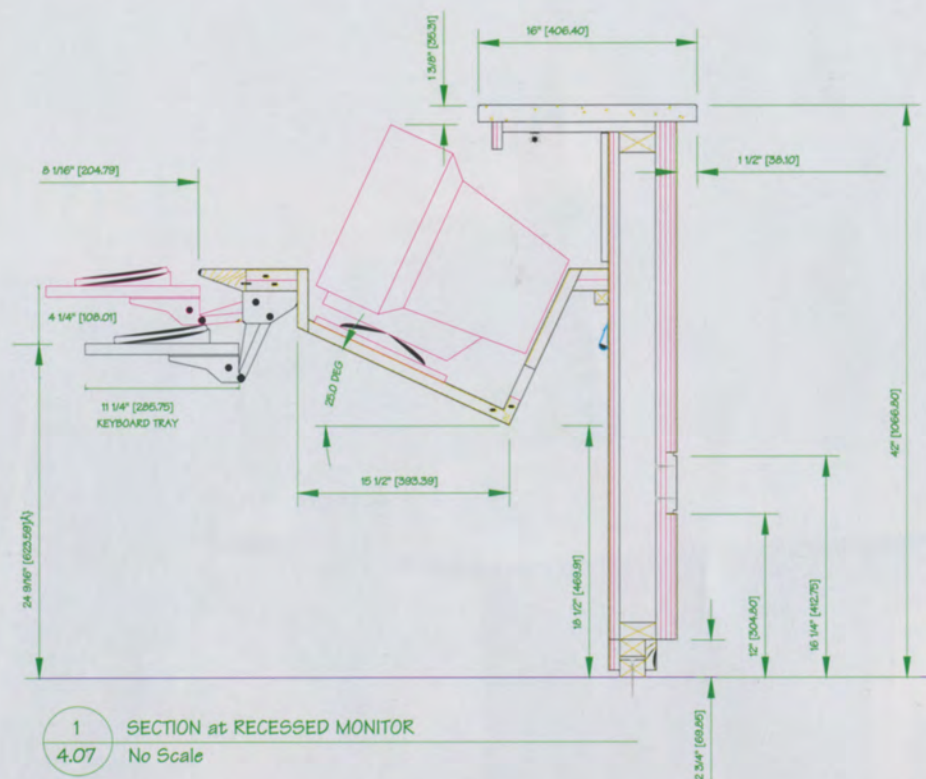


A closeup of the reception desk shows the beautiful figure of the veneer, the fabric tack surfaces and granite top.

Elegant Reception

The corporation's main reception area makes a memorable first impression. Central to the area is a 360-degree circular Makore and Figured Sapelle reception desk with a feature inset panel of Moabi pomelle in a reverse diamond pattern. "This signature piece is the anchor for the space," says Wilson. The top surface of the desk is clad with black Absoluto granite and provides a smooth and continuous transaction surface spanning 340-degrees interrupted only by the entry door contoured to the radius. An illuminated circular opening in the ceiling above further emphasizes the beauty and grace of the piece. Michael Merritt, project principal for the AWI member firm, describes the desk as the most intricate aspect of the project, primarily for its size, required coordination, and overall presence.

The nine-foot diameter confer-



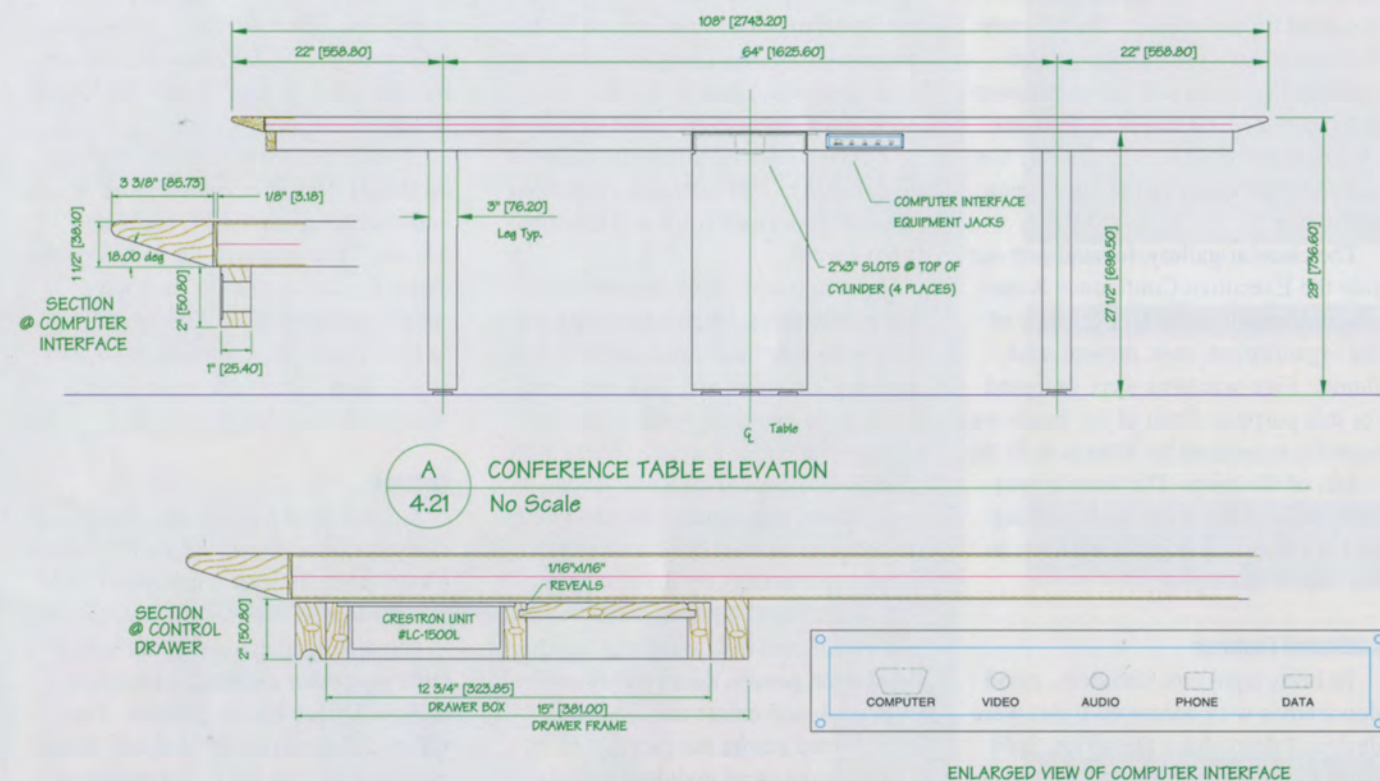
1 SECTION at RECESSED MONITOR
4.07 No Scale



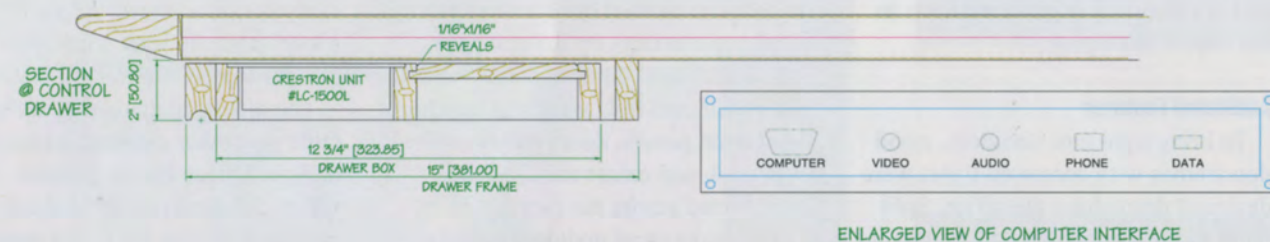
The circular conference table includes a concealed touch screen.



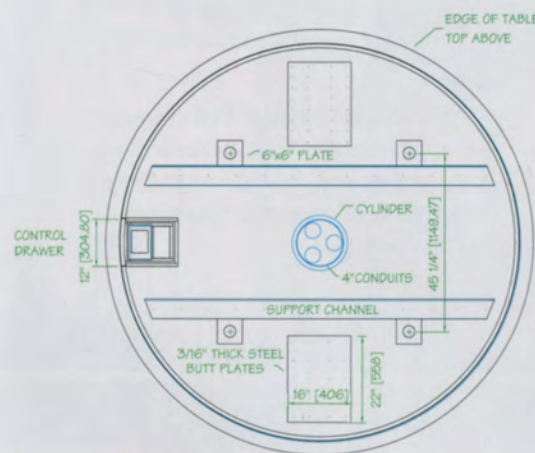
Trim, credenzas and other features were included in other meeting and public areas.



A CONFERENCE TABLE ELEVATION
4.21 No Scale



ENLARGED VIEW OF COMPUTER INTERFACE



1 CONFERENCE TABLE PLAN SECTION WITH CONTROL DRAWER
4.21 No Scale

The nine-foot diameter conference table features a true sunburst design.



ence table is another outstanding piece designed for the project. The tabletop features a true sunburst design and incorporates voice and computer ports in the apron of the table. A slide out electronic touch screen is cleverly concealed in the apron of the table when not in use.

The circular gallery, located just outside the Executive Conference Room was designed to give an overview of the organization, past, present, and future. Five windows were designed for this purpose. Each of the fronts was expertly contoured by Merritt to fit the radius of the room. The interior was covered in fabric with focus lighting and backlighting to give emphasis to the object on display.

Additional Features

To bring light into corridors, wood doorframes with borrowed lights were designed throughout the office. Split jamb assemblies were clamped around drywall partitions to avoid any visible face nailing. All Makore trim was veneered to allow greater consistency in finish and grain pattern. The base at stone floors is molded of Honduras Mahogany and veneered in Makore to allow long-term serviceability and durability at outside miters.

Makore veneered stile and rail panel assemblies were designed with an infield of figured Sapelle veneer panels, acoustical or tackable fabric panels, drywall with applied wall covering

or lacquer panels. To allow all of the finish details to be executed, Merritt engineered, drafted, and laid out all partitions regardless of finish. All dry-wall details were drafted and developed to dovetail into the millwork and other high finishes. Merritt also controlled all ceiling drywall work and the stone floor layout.

To maintain a clean appearance in the public areas, Wilson designed hidden moveable door openings that lead into service areas such as closets and pantries to avoid drawing attention away from major features. These large panels also concealed audiovisual equipment, teleconferencing and white board screens used during strategic planning meetings by the company. All veneer used on trim, frames and panel stile and rails were slip matched. Veneer on panels, doors and furniture was book and center matched then blueprinted across the faces.

The majority of architectural woodwork on this project was finished using AWI finishing system TR-2, catalyzed lacquer. According to Merritt, the wood was first treated with an alcohol dye, a sealer, dyed grain filler, oil base stain, a second sealer, toner and three top coats. The final step was to hand rub all surfaces with an ultra fine compound to soften the overall appearance and provide a furniture grade look and feel. The conference table was finished using AWI system TR-7, polyester resin. The table was machine polished

then hand dressed with extra fine compounds to soften the gloss. Installation was provided by AWI associate member firm DLI, Inc. of West Palm Beach, Florida.

"The design team pushed all limits on this project in developing the details and executing the work", sums up Merritt. "The outcome far exceeded the owners expectations for their new space" added Wilson. "It's gratifying to have received accolades, from staff and visitors alike, both from a functional and aesthetic perspective."

Cutlines

A close-up of the feature circular reception desk shows the richly figured Moabi pomelle inset panel with black Absolute granite top.

The nine-foot diameter conference table is another outstanding custom designed piece for the project. The tabletop features a true sunburst design and incorporates voice and computer ports in the apron of the table. A slide out electronic touch screen can be concealed within the apron of the table when not in use.

Cover

An exquisite circular Makore and Sapelle reception desk makes a memorable impression for visitors to Piggly Wiggly's new corporate headquarters in Charleston, SC.

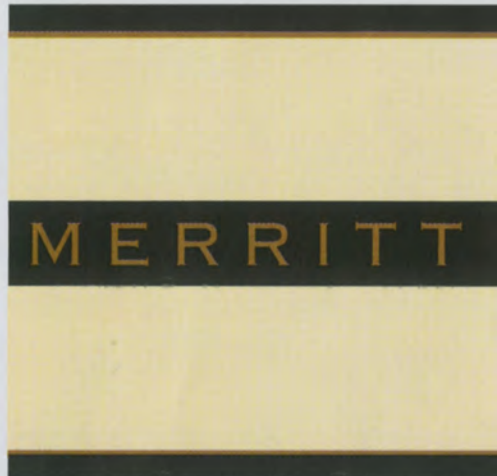


Project:	Piggly Wiggly Carolina Company Corporate Offices	Charleston, SC
Project Owner:	Piggly Wiggly Carolina Company	Charleston, SC
Woodworker:	Merritt Woodwork	Mentor, Ohio
Veneer Supplier:	R.S. Bacon Veneer Company	Chicago, IL
Architect/ Designer:	LS3P Interior Architecture Group	Charleston, SC
General Contractor:	Newton Builders	Charleston, SC
Photography by:	Rick Alexander & Associates	Charlotte, NC

woodwork of merit



Developers Diversified Realty Corp., Cleveland



Allied Capital Corporation, Washington, DC



Deloitte & Touche, Atlanta

