



NAME

SEMONIN REALTORS HEADQUARTERS

LOCATION

LOUISVILLE, KENTUCKY

CLIENT

SEMONIN REALTORS

PROBLEM STATEMENT:

WORKING IN A POST PANDEMIC WORLD HAS CHANGED MANY FACTORS IN HOW AND WHERE PEOPLE WORK. SEMONIN REALTORS, THE LARGEST RESIDENTIAL REAL ESTATE FIRM IN LOUISVILLE, NEEDED TO CREATE A NEW ENVIRONMENT THAT WOULD FOSTER COLLABORATION, CREATIVITY, FUN, AND PRODUCTIVITY FOR ALL FACETS OF THEIR BUSINESS. AS SEMONIN LAUNCHED THEIR NEW BRAND THEY WANTED TO FOCUS ON CREATING A WELCOMING FRONT DOOR EXPERIENCE FOR AGENTS AND CLIENTS THAT WOULD PROVIDE THE RESOURCES NECESSARY TO MEET THE FAST-PACED AND EVOLVING REAL ESTATE BUSINESS. THEIR INTERNAL DEPARTMENTS WITHIN THE COMPANY WERE TOO OPEN TO EACH OTHER AND DID NOT PROVIDE ENOUGH SUPPORT SPACES TO MAKE DAILY TASKS EFFICIENT.

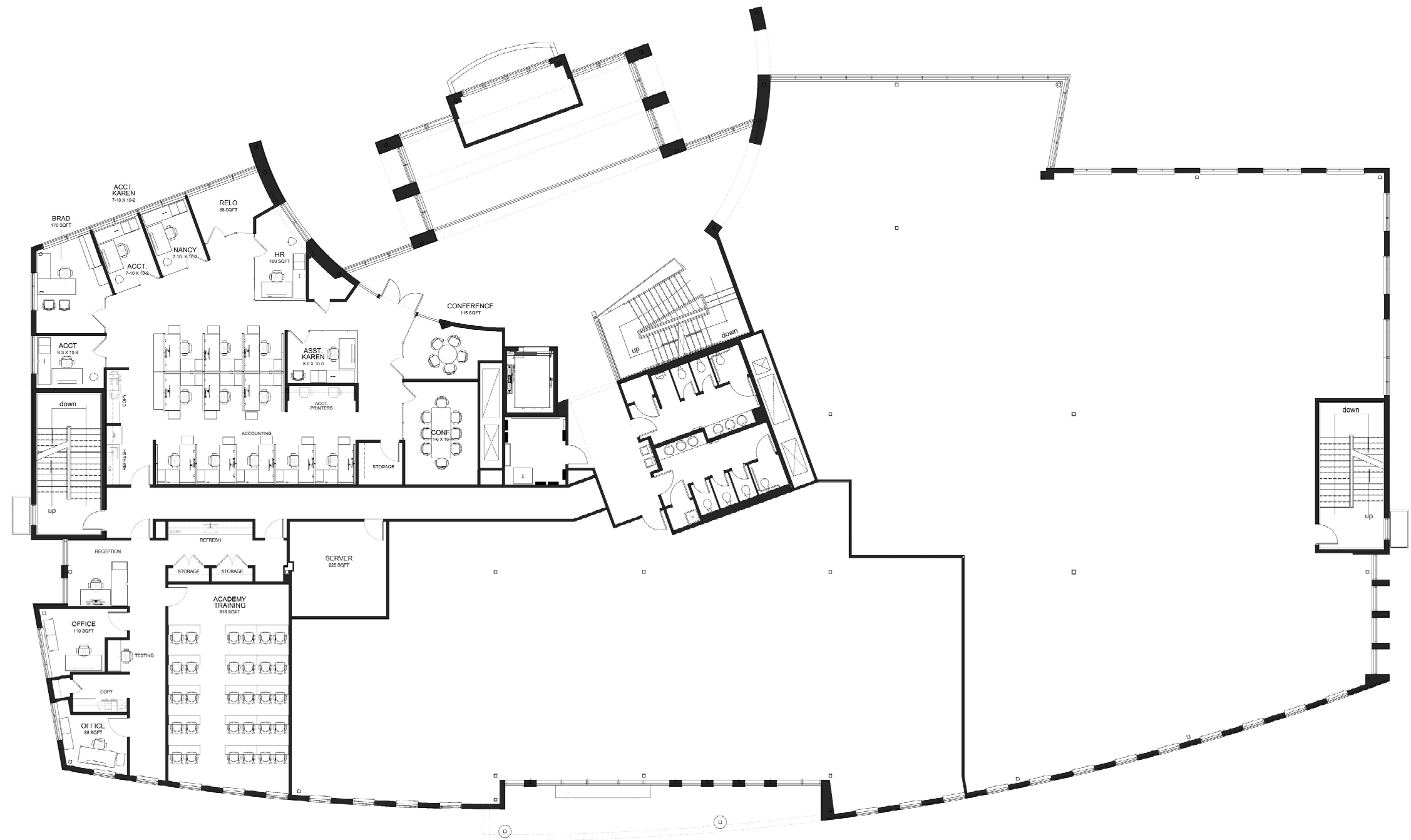
DESIGN SOLUTION:

THE NEW PROGRAM UTILIZED 26,000 SQUARE FEET OF SPACE ON TWO FLOORS. THIS AMOUNT OF SQUARE FOOTAGE WAS ACTUALLY LESS THAN THEY WERE CURRENTLY OCCUPYING AND THE CHALLENGE OF CREATING SPACE FOR 450 SALES ASSOCIATES, 40 EMPLOYEES, AND THEIR ANCILLARY SERVICES OF MORTGAGE AND INSURANCE WAS MET BY STREAMLINING THE SIZE OF OFFICES AND WORKSTATIONS. THE USE OF AN ARCHITECTURAL WALL SYSTEM CREATED THE FLEXIBILITY NEEDED TO REMAIN ADAPTABLE IN THE FUTURE. THE DESIGN WORKS TO CREATE A DYNAMIC ENVIRONMENT BY UTILIZING THE ANGLES AND CURVES ESTABLISHED IN THE ARCHITECTURE OF BUILDING ON REPEAT THROUGHOUT THE INTERIOR OF THE SPACE. MANY OF THE WALLS AND FLOOR PATTERNS RADIATE FROM THE SAME CENTER POINT. THE UPDATE OF SEMONIN'S BRAND PLAYED AN INTEGRAL ROLE IN THE COLORS AND MATERIALS FOR THE SPACE. A NEUTRAL AND CLEAN BACKGROUND ALLOWED FOR FUN PATTERNS AND COLORS TO ENERGIZE THE OPEN FLOOR PLAN AND CARVE OUT AREAS OF INTEREST.

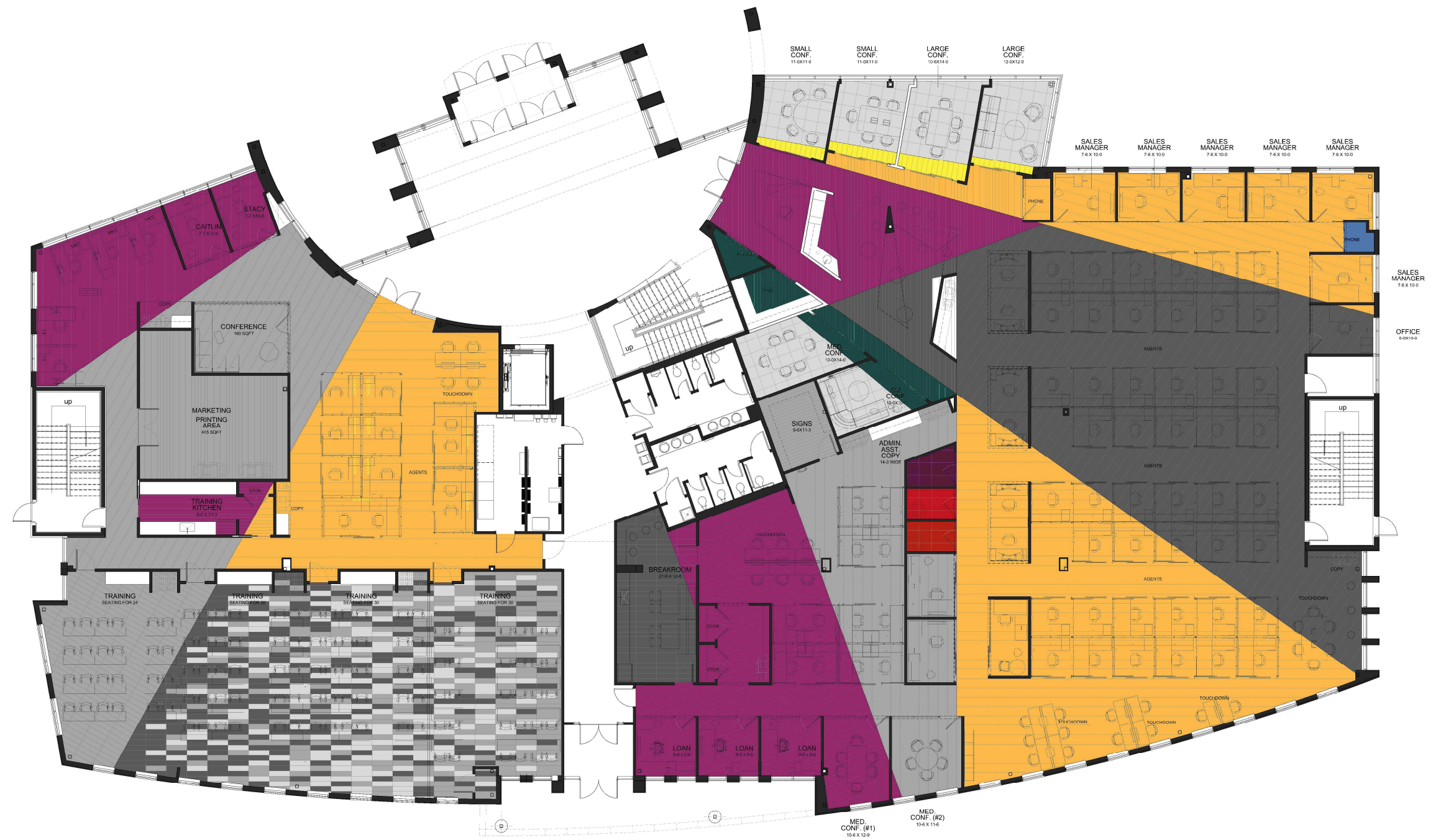
1ST FLOOR PLAN (FURNITURE)



2ND FLOOR PLAN (FURNITURE)



1ST FLOOR PLAN (FLOOR PATTERN)



2ND FLOOR PLAN (FLOOR PATTERN)





AN ANGLED ROW OF CONFERENCE ROOMS, REINFORCED BY SEMONIN'S BRAND COLOR, MAKE A DRAMATIC STATEMENT ALONG THE LEFT SIDE OF THE MAIN ENTRY WHICH OPENS DIRECTLY TO A CAFÉ DESIGNED TO BRING CLIENTS AND STAFF TOGETHER.



THE CAFÉ IS NESTLED BETWEEN CONFERENCE ROOMS CREATING ON EITHER SIDE CREATING OPEN SITE LINES AND ALLOWING NATURAL LIGHT TO FILTER INTO THE SPACE. COLOR, ALONG WITH THE LINES AND PATTERNS REPEATED FROM THE BUILDING'S ARCHITECTURE ACTIVATE AND COLOR



ALONG THE INTERIOR OF THE OFFICE ANOTHER ANGLED ROW OF CONFERENCE ROOMS MAKE A DRAMATIC STATEMENT ALONG THE RIGHT SIDE OF THE MAIN ENTRY WHICH OPENS DIRECTLY TO A CAFÉ DESIGNED TO BRING CLIENTS AND STAFF TOGETHER.



THE END OF THE CAFÉ PROVIDES AN ACCESSIBLE PRINTING/SUPPLY AREA FOR AGENTS DURING CLIENT MEETINGS. THE OPEN CEILING STRUCTURE, DRYWALL SOFFITS, ACOUSTIC CLOUDS, AND LIGHTING LAYER TOGETHER TO CREATE INTEREST AND DIFFUSE SOUND. ADMINISTRATIVE SUPPORT STAFF ARE POSITIONED UNDER COLORFUL CEILING ELEMENTS TO CREATE INDIVIDUAL ZONES WITHIN THE OPEN SPACE.



CONFERENCE ROOMS LAYOUTS OFFER A VARIETY OF OPTIONS – FROM THE TRADITIONAL TABLE AND CHAIRS TO BAR HEIGHT SETTINGS AND LOUNGE FURNITURE - THEY ALL ALLOW A MORE PERSONAL EXPERIENCE THAT CAN BE TAYLORED TO A SPECIFIC CLIENT OR MEETING. PRIVATE, AND COLORFUL, PHONE ROOMS ARE INCORPORATE THROUGHOUT THE OFFICE.



FUN AND VIBRANT PRIVATE PHONE ROOMS PROVIDE A PLACE FOR STAFF TO STEP OUT OF THEIR WORKSPACE AND TAKE A CALL OR A QUICK BREAK DURING THE BUSY DAY.



WORKSTATIONS FOR AGENTS ARE CREATED USING A FURNITURE SOLUTIONS OF ARCHITECTURAL WALLS THAT CAN BE RECONFIGURED. THESE WORK AREAS ARE OPEN TO THE CEILING ABOVE – GIVING SMALLER SPACES A LARGER FEEL.



FUNCTIONS LIKE COPY/PRINT AREAS AND BREAKROOMS ARE HOUSED WITHIN PERMANENT WALLS THAT ARE CONSTRUCTED TO DECK TO MORE EASILY BRING IN UTILITIES AND PLUMBING. THESE BUILT STRUCTURES SERVE TO BREAKUP THE OPEN OFFICE AREAS AND OFFER THE PERFECT PLACE FOR A PUNCH OF COLOR. THIS MARKETING CONFERENCE ROOM UTILIZED ARCHITECTURAL WALLS TO CREATE VISIBILITY AND INTEREST.



INTERNAL DEPARTMENTS SUCH AS ACCOUNTING AND HUMAN RESOURCES ARE PART OF THE 2ND FLOOR. THESE DEPARTMENTS HAVE THEIR OWN ENTRANCE, CONFERENCE ROOMS, FILE/PRINT AREAS AND BREAKROOM.