



## **Mojo Stumer Associates designs entrance and lobby at 747 3rd Avenue**

March 26, 2012 - Long Island

No matter if you're designing a home or office space, everyone wants that first impression to have a "wow" factor. When referring to an office space, an entrance and lobby can be a direct reflection of your particular business, thus directly affecting its success. It is very important to keep up with the market, the level of design others are doing, and to have it done correctly.

This space was originally built by The William Kaufman Organization in 1972 by renowned architect Emery Roth & Sons. This initial lobby received several awards and recognitions for its innovative design. Mojo Stumer Associates, a Long Island-based company, are the architects renovating this space, and the standards are high. They had to be sympathetic to the existing space for its unique character and transform it into something spectacular. The lobby was in dire need of an update, but they also did not want to lose the very unique individuality of the original design.

One of the major design challenges was working with the existing HVAC ducts located in the ceiling and behind the reception desk. The client insisted they remain. They had to develop innovative ways of using modern materials to successfully work around them and conceal them to some degree. They designed a decorative soffit with wood cabinetry and linear brushed aluminum fins to centralize the lighting and screen the existing HVAC ducts. A unique stretched fabric ceiling membrane was introduced to highlight the directionality of the elevator corridors and help define circulation. They also integrated all new A/V equipment to accommodate the client's needs and closely studied a new lighting scheme to provide a welcoming environment. It was essential that the building maintain 24 hour access, so they had to phase the job accordingly in order to have the construction run smoothly from start to finish.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540