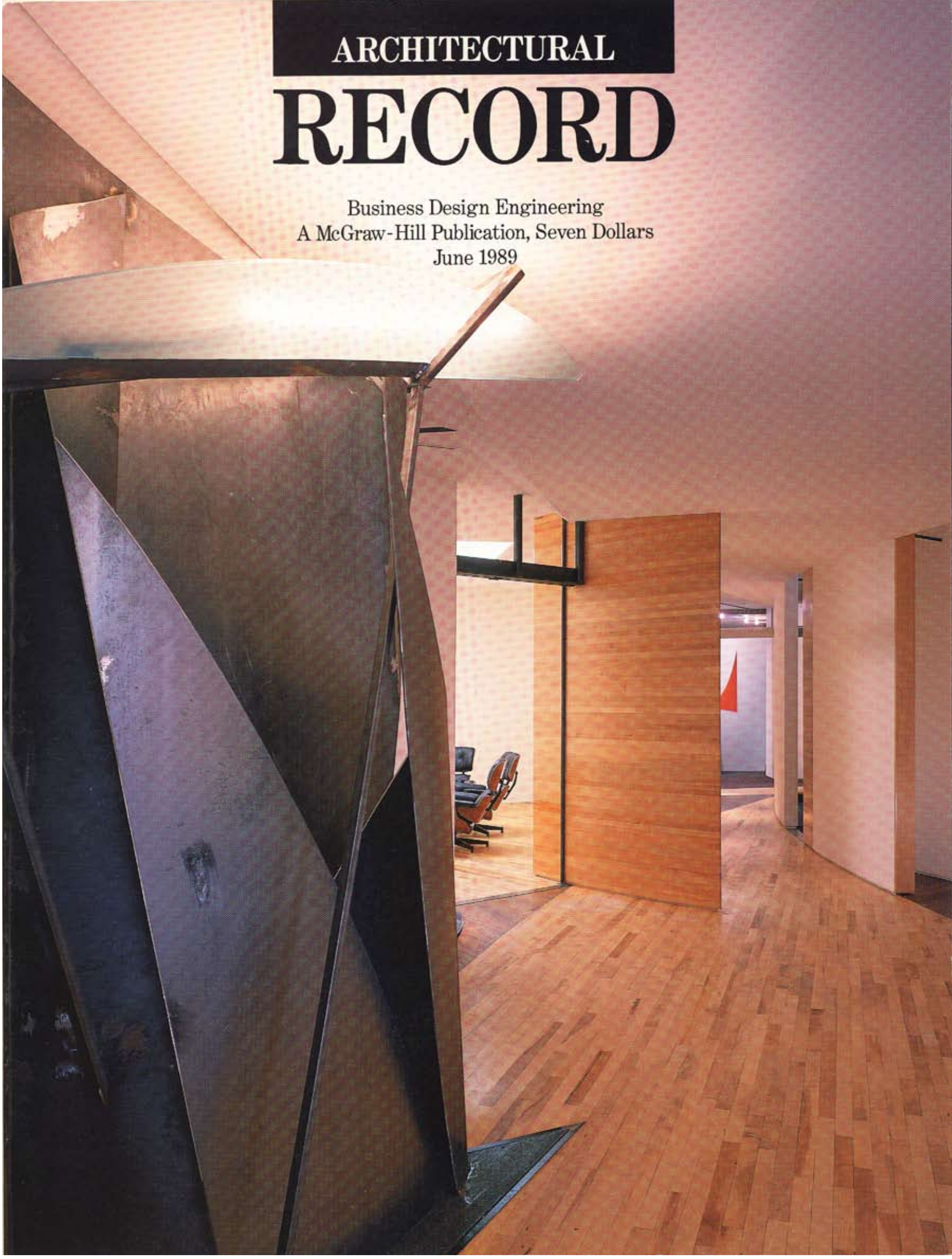


ARCHITECTURAL RECORD

Business Design Engineering
A McGraw-Hill Publication, Seven Dollars
June 1989



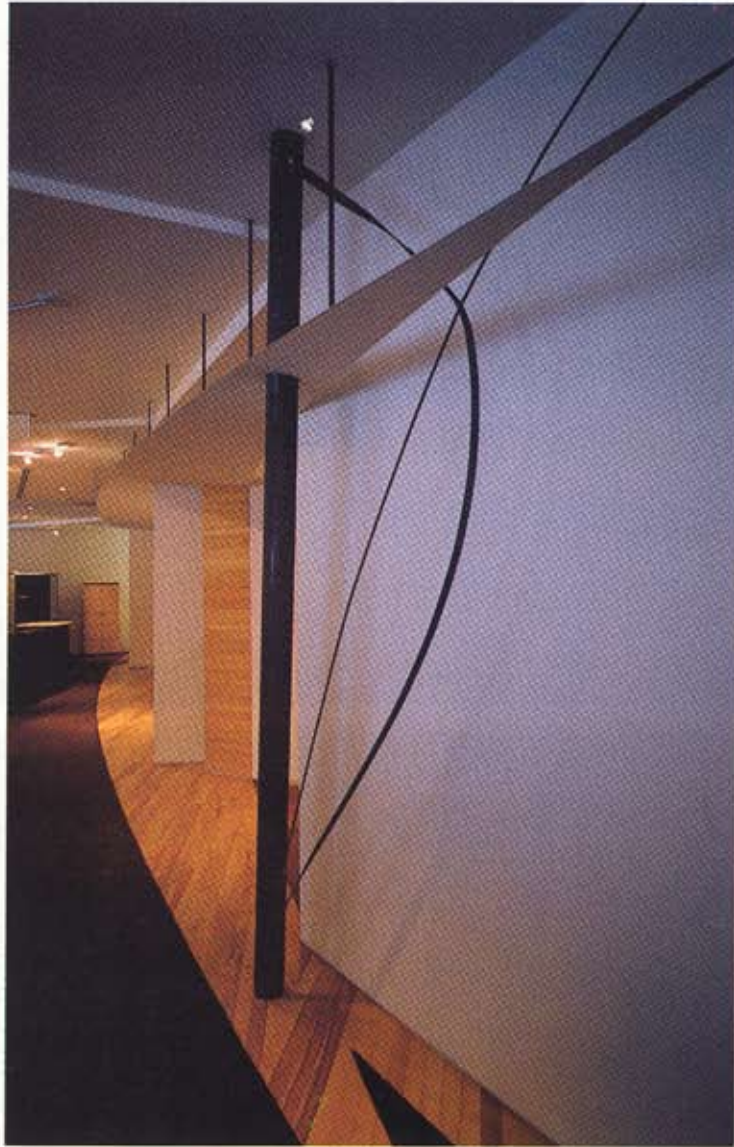
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Herman Miller Showroom
Atlanta
Seogin Elam and Bray Architects

Spatial craft



The central zone of Herman Miller's Atlanta showroom serves as a meeting area (opposite), while the remaining U-shaped portion accommodates flexible furniture displays and private offices (below, and bottom page 103). Scogin Elam and Bray concentrated its spatial effects on the first portion of the program, creating a series of interconnected rooms that are distinguished from the circulation route by contrasting materials on the floor and walls. One wall of the conference room is studded with rubber drawer-pulls, for example, creating a tackable surface for hanging presentation drawings (bottom page 102). The stippled effect is repeated on the ceiling in a random pattern of halogen light fixtures, which are mirrored in a tilted window to the projection room. A fin-shaped canopy, pierced at one razor-sharp end by a canted steel pole, dramatically wraps the width of the showroom in a technical tour-de-force of plaster, wood, and gypboard (right, and page 103). Its outline is reflected in the wood floor, whose flawlessly finished joints are further evidence of an exacting contractor.



*Herman Miller Showroom
Atlanta*

Owner:

Herman Miller, Inc.

Architect:

Scogin Elam and Bray Architects—Mack Scogin, Merrill Elam, and Lloyd Bray, principals-in-charge; Frank Venning, Susan Desko, Monica Solana, Carlos Tardio, Jeff Attwood, and Criss Mills, project team, with Doug Zimmerman, Rick Van Gelderen, Dyan Van Fossen, and John Scholten of Herman Miller, Inc.

Engineer:

Newcomb and Boyd (mechanical/electrical)

Consultants:

Axis Twenty (artwork and accessories); Newcomb and Boyd and Ramon Luinance Design (lighting design); Williamson & Associates, Inc. (specifications); Costing Services Group (estimating)

General contractor:

Welch Tarkington, Inc.—Marcus Whatley, project manager; Mickey Daniel, construction superintendent

