



FOR IMMEDIATE RELEASE
June 5, 2003

CONTACT: Jacqui Argyres
Argyres Communications
408.730.5844
jargyres@earthlink.net

DESIGN TEAM WINS AWARD FOR JCL/INSCAPE FURNITURE SHOWROOM

DENVER, CO -- RNL Design received a 2003 award from the **American Society of Interior Designers (ASID) Colorado Chapter** at its Fifth Annual Interior Design Awards. **JcL**, a commercial furniture retailer in Denver, took first place in the **Adaptive Re-use category**.

JcL purchased a 1930's masonry building in the Golden Triangle neighborhood, located south of downtown Denver bound by Colfax Avenue, Speer Boulevard and Lincoln Street, to serve as a new showroom. The plan for the adaptive re-use of this facility called for the renovation of the building and reconstruction of the building façade, opening up the building to light and providing street foot traffic with full visual access into the showroom. Originally a garage, the new high-end showroom features a customer friendly streetscape, large open "retail style" windows and an open façade.

The redesign of this facility presented many challenges to the design team. The RNL project design team consisted of Steve Busto, Chad Coxsey, Carl Hole, Kevin Koernig, Steven Inlow, Josh Gould and Kindell Williams. The project team had to design a showroom that serves as a background for the display of multiple furniture systems, while providing an opportunity to carry two complete furniture lines that are visually separated. In addition, JcL wanted a modern clean canvas for showcasing the latest merchandise that was constantly changing.

"The sequence of a customer's experience was continually referenced in the design," said Steve Busto, Senior Associate and Project Designer. "We softened the streetscape with planted iron urns and used large all-glass doors, picture window merchandising space and restored wood vaulted ceilings. The feel of the space is very retail and has that wow factor."

The completed furniture showroom is purposefully minimalist to avoid distraction in the display and merchandising of commercial office furniture. In addition, the remodel incorporates extensive

showroom lighting and day lighting upgrades, as well as new interior and exterior neutral finishes. The scope of the project also included code and ADA compliance upgrades.

Since its inception in 1956, RNL Design has built its practice providing innovative design solutions to clients, exceeding their needs and bringing ideas to life. RNL offers clients around the world a continuum of design services, including architecture, interior design, facility programs, feasibility studies, urban design and planning, landscape architecture and engineering. Testimony to RNL Design's success are the many partnerships with clients spanning several decades and many prestigious awards including the 2001 Firm of the Year award from The American Institute of Architects Western Mountain Region. For more information, visit www.rnldesign.com.

#