

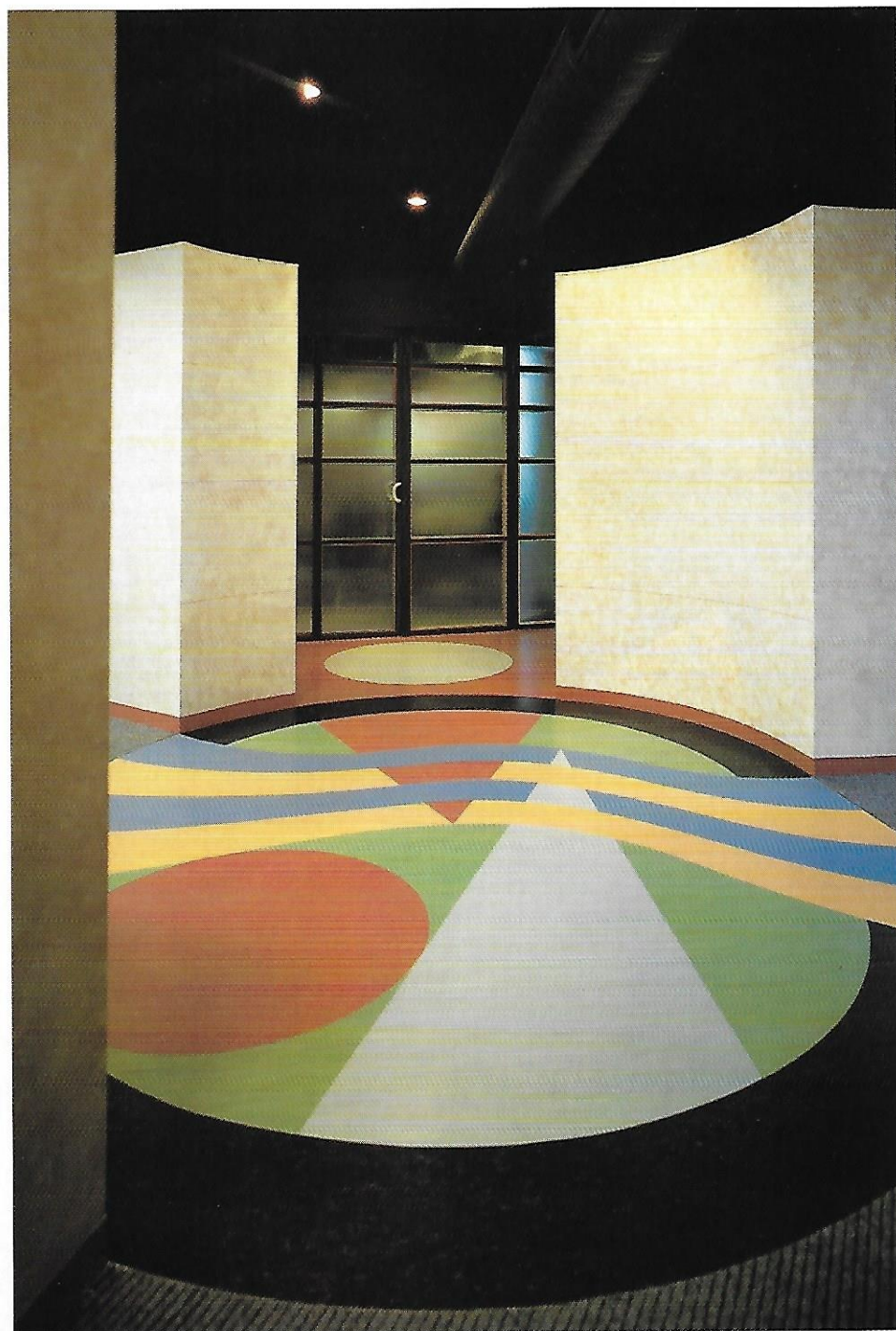
DRAMATIC DISPLAY

Marsh Freedman creates a theatrical showroom referencing historic architecture and decoration for Order Imports fabrics.

Behind the brick walls of a 19th century loft building, a furnishing fabric showroom recalls lost worlds. Faced with the most prosaic of limitations—including low budget and eight weeks maximum installation time—the designers at Marsh Freedman overcame them with a poetic use of color, inexpensive materials and historical reference, to present the fine European fabrics, both contemporary and antique, with a drama commensurate with their refinement.

The theme of eras in European history is introduced in the barrel vaulted reception area, where an antique gold paper with a blue bee design covers the two end walls. Part of the French-Polish managing partner's collection, it was made by Zuber for Napoleon's sister in 1807. A mohair-velvet covered banquette with Empire style bolster pillows, is built into one end, while a reception desk, finished with an imitation marble laminate, stands in the other.

The intentional nature of this contrast between fine and fake, repeated throughout the project, is clarified by the exaggerated lighting effects that dispel all notion of pastiche. A gradated neon strip running down the center of the barrel vault ceiling fills the seating nook with an eerie blue glow, while the desk area appears

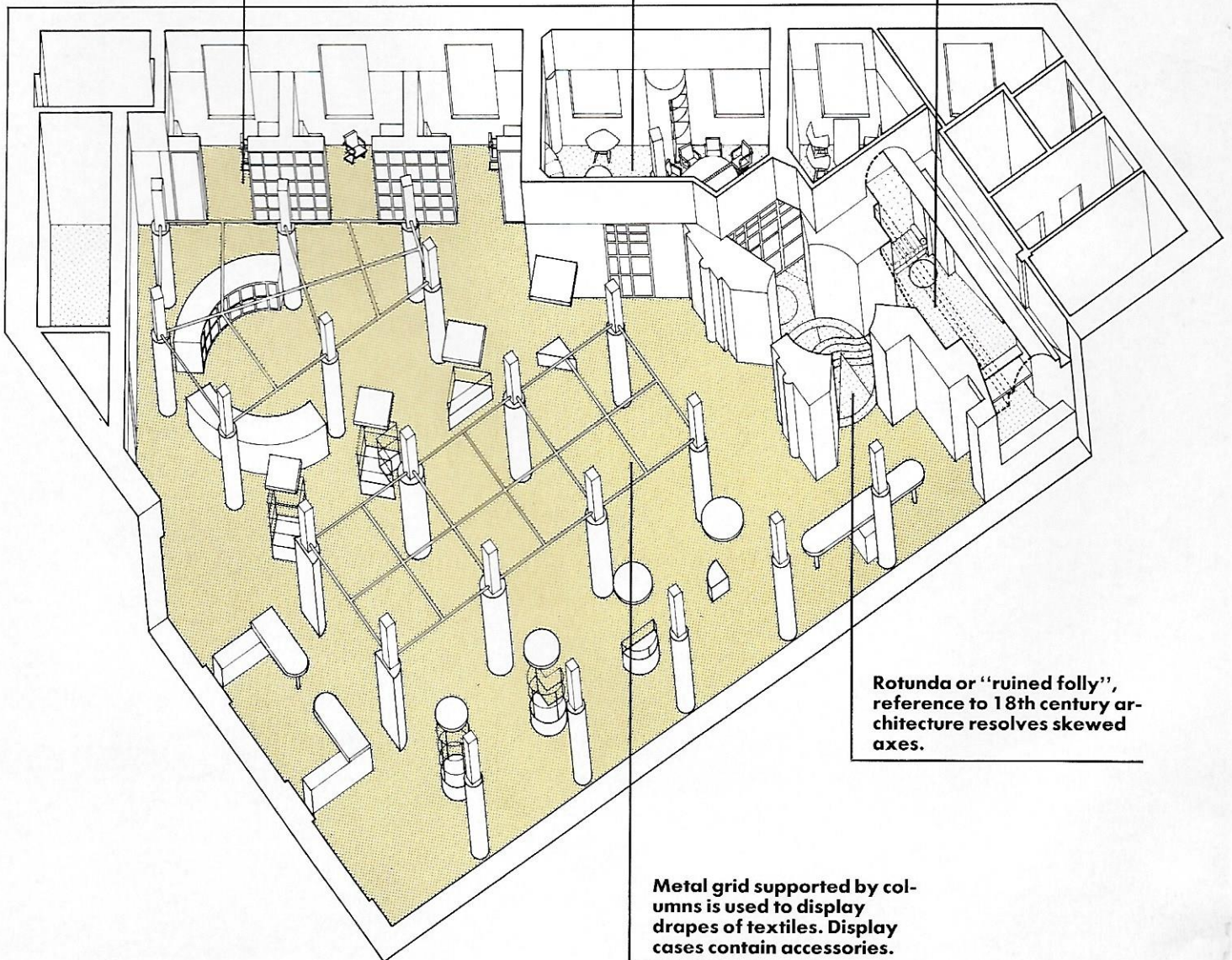


Right: Inlaid linoleum floor pattern symbolizes formal garden and signals exits to conference room, showroom and office area.

Three cubicles equipped with phones provide efficient workspace for clients.

Closed conference room is mirrored above datum line to create illusion of void consistent with other areas of the space.

Barrel vaulted reception area displays antique fabric sample collection.



Rotunda or "ruined folly", reference to 18th century architecture resolves skewed axes.

Metal grid supported by columns is used to display drapes of textiles. Display cases contain accessories.