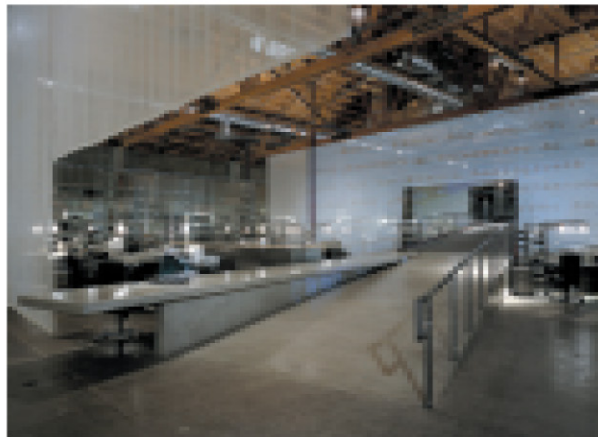




RAMP AND SCRIM

GROUND ZERO, MARINA DEL REY, CALIFORNIA, USA
Shubin + Donaldson Architects



The interior design of this 930-square-metre loft space features a spectacular processional 2.9-metre-high ramp leading from the elevated second-floor glass-enclosed entry.

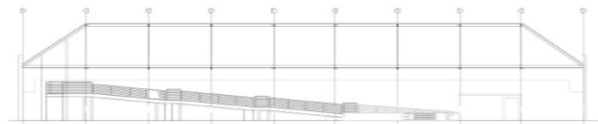
As guests, clients and staff make their way down the ramp and through the working 'hall' they are treated to an ever-changing palette of the agency's work projected on a series of theatrical scrims spanning the width of the space.

The interior was left raw and exposed with sandblasted concrete walls and a low-truss ceiling. Existing concrete floors have been sealed and interior 'war rooms' at the perimeter have been

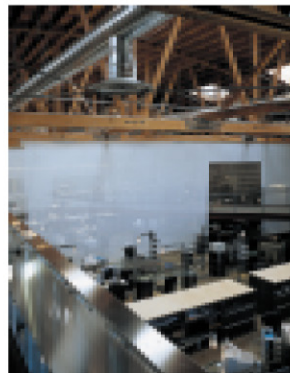
added with architectural elements to express a sense of 'interior village'.

The architects have designed steel workstations with industrial light fixtures, file storage and desk-top organisers that park side-by-side across the space. A loft level houses the library, video/editing bays and focus-group rooms.

The 6.1-metre-high exterior ramp brings tenants into the building from a private parking lot via a glass-encased vestibule that leads to the corresponding interior ramp.

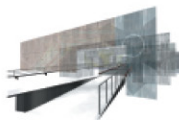


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The space is extremely engaging, thanks to the large-scale unbroken loft-like environment. The custom-designed workstations recall the industrial set design of Wes Anderson movies and the early Fritz Lang masterpiece, *Metropolis*.

Important elements have been included in the design to encourage creativity and workflow. The design includes strategic areas for working, with mini-think tanks for focus groups, and privacy for concentration and creation.



5

- 1 View of ramp leading through office
 - 2 Building section of exterior ramp entrance
 - 3 Exterior ramp leading entrance into building through glass-encased vestibule
 - 4 Overview of workstations, ramp, and interior shell of building
 - 5 Digital rendering of theatrical scrims
- Photography: Tom Iwanow