

Loft Ambitions

Jennifer Tulley Architects corrals a sprawling space into elegance and sophistication for a demanding private equity firm

Abigail Stone



Down To Earth

Designed by Jennifer Tulley Architects

Photo credit: David Duncan
Livingston



The word “loft” conjures up images of a giant soaring space. Yet cavernous is not the ideal goal when it comes to creating offices that will reflect the image of a fast-paced private-equity firm.

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The Crux Of The Dilemma

Designed by Jennifer Tulley Architects

Photo credit: David Duncan
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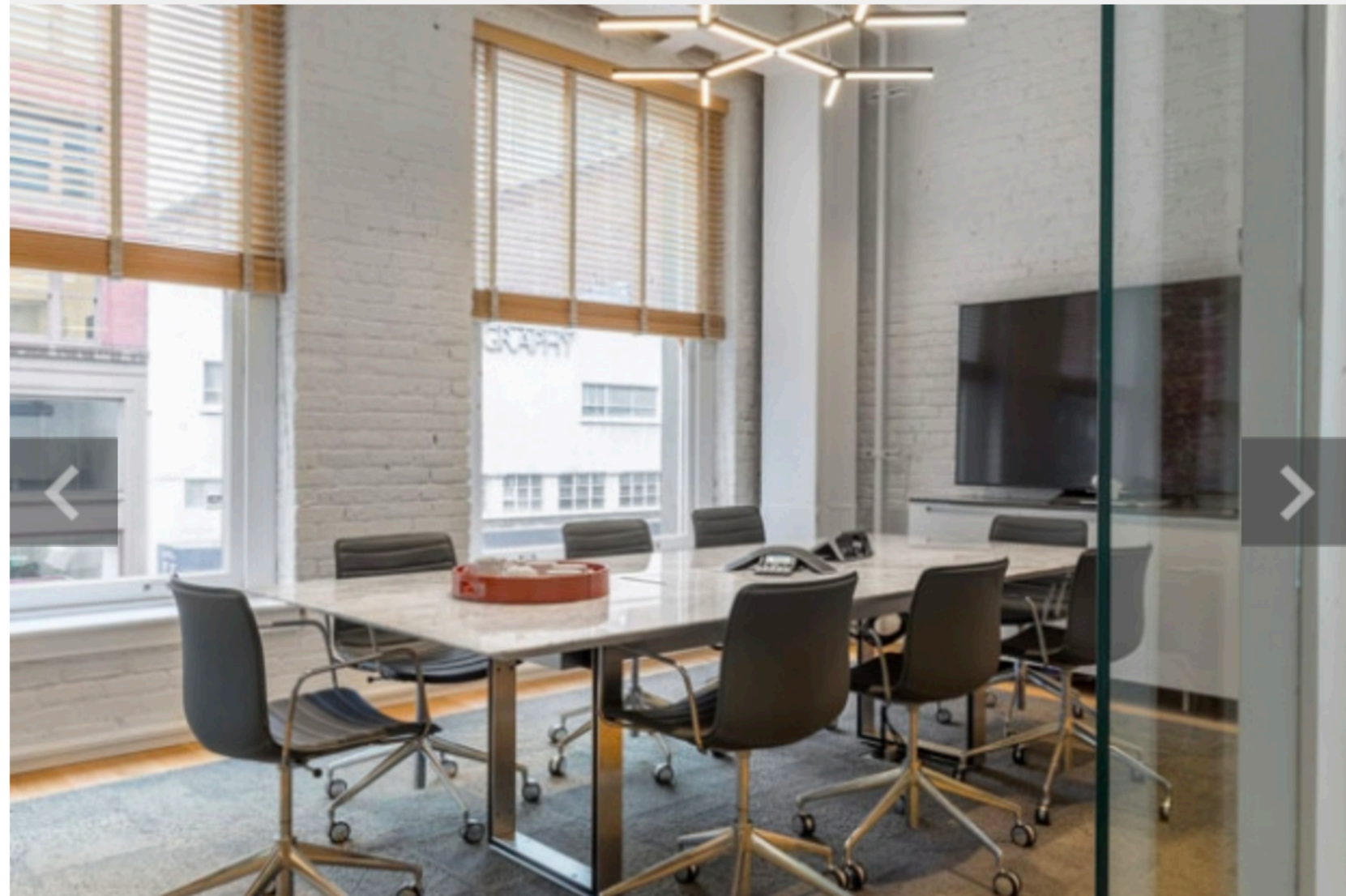


That was the crux of Jennifer Tulley Architects' dilemma when the studio was tapped to transform a SOMA industrial space into a modern, functional office.

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Achieving A Tricky Balance

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The trick was to maximize the space's openness, its light and its views while also carving out private and intimate areas for meetings and phone calls. In the conference room, the chairs are by Herman Miller.

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Openness And Intimacy

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“The design features a blend of material and textures, crisp detailing and a clear floor plan favoring site views and openness to nature,” says Tulley.

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Maintaining The Rough Industrial Quality
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"The clients were very attracted to the rough, industrial quality of the space so maintaining that was important," says builder Jeff King of Jeff King & Co. "Jennifer created a clean open design that accentuated the existing bones but also met the needs of a private office."

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Washing The Space With Elegance And Glamor

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Inspired by the rhythm of the large windows, JTA designed a linear lighting plan, punctuated by fun decorative fixtures, that carried through the entire space. Fun decorative fixtures punctuate key areas. The JTA-designed furniture, created by KBM Hogue, incorporates walnut and marble. Alongside antique rugs and sensual, curved leather pieces, they wash the offices with a layer of elegance and glamor. For the worktables and desks, JTA used a simple bent steel support that results in a sleek and streamlined look.

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Airy Feeling

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Glass partitions maintain the office's airy feeling. To create a whiteboard for the conference room, JTA created a sliding whiteboard wall that slides over the window between the private office and conference room, providing double the whiteboard space and privacy for meetings. The Allemuir Mollie Stools provide a jolt of color.

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Achieving Perfect Balance

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For the art, JTA turned to **Bettina Stiewe of Upstart Modern**. The result is a clean, open space that is also comfortable, warm and inviting. The small chairs are the Jayson Home Malaga Chair, the large chair is the Andreu World Flex Chair.