

# Architectural PRODUCTS

SEPTEMBER 2010

**ACHIEVING LEED**

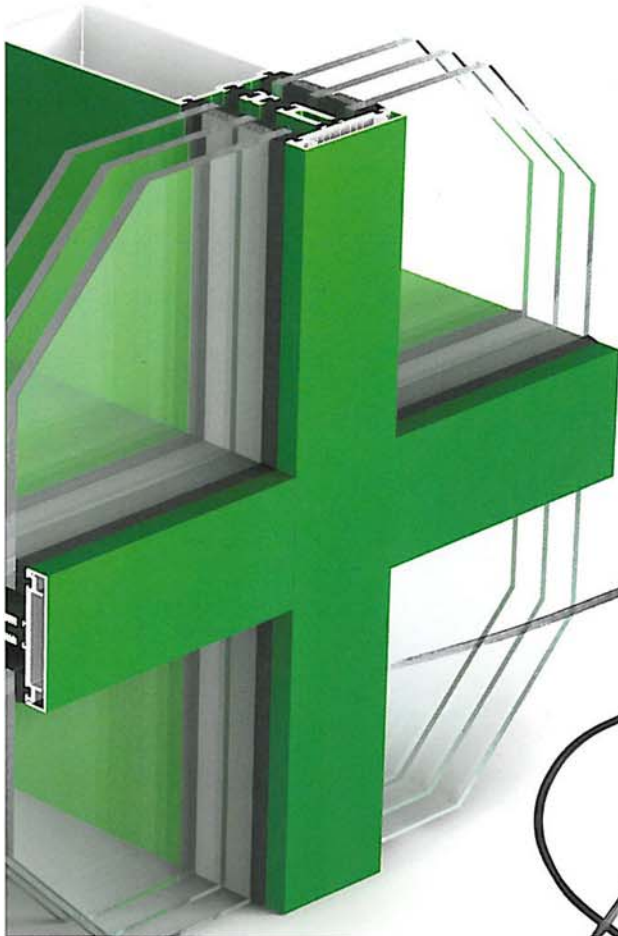
Atlantic Fleet Drill Hall,  
Great Lakes Naval Base, Great Lakes, Ill.

**PROJECT DECONSTRUCTION**

Layton Petro Mart, Greenfield, Wisc.

**SPECIAL REPORT**

Audio/Visual: Turning on the Classroom



## product focus

Our product 'beat' writers focus their attention on specific product categories and unveil what they find to be new and noteworthy:

- **Glass + Curtain Wall:** A greater degree of energy efficiency and recycled material are making curtain walls truly green.
- **Roofing:** The latest innovations in photovoltaics and 3D technology are proving that roofing is not just tar and shingle.
- **Doors + Openings:** Wood and glass are not the only elements that can make entrances stylish and effective.
- **Landscape:** A look at building 'accessories' that range from exterior furnishings to pathway lighting.

See all the coverage. **[PAGE 88]**



IMAGE COURTESY ASI

## Making Sexy Sexier at Playboy

by Megan Mazzocco, associate editor

The ability to create sexual overtures with contemporary architectural materials and finishes is a prerequisite for the honor to give the Playboy building a makeover. Designing the new look for the popular magazine's headquarters in New York, Glenn Leitch, architect and principal of Highland Assocs., used his talent to add sexy, but tasteful details that resulted in big branding for the magazine empire.

Some of the materials are overtly suggestive, while other details, like the black lacquered Gauged Wood panels from Architectural Systems' Sculptured Collection (ASI), are more understated. The paneled wall that leads from the outer lobby is "shiny, curvy and wiggly," according to Leitch. "The wall sucks you in [visually]," says Leitch. The wall pattern represents the same radius as the side of the famous Playboy Bunny ears. The panels line a curved corridor and act as the perfect backdrop to the Bunny Logo.

However suggestive the office design is, it nonetheless required conventional professional accoutrements, such as a café area and a conference room. A more intimate space in the heart of the office, the conference area is softly lit with rice paper light fixtures, "definitely like a bedroom," says Leitch. Using a neutral pallet, its sexy details are not overt, but the room's not short on sensuality. Leitch was looking for a special material for the conference room wall; he wanted the soft, tufted look of upholstered furniture, but had already used leather in the lobby. Again, ASI's product, Pillow Wood, fit the bill. "That's the product name—I didn't make it up," says Leitch. "That sent me over the edge and I said, 'I gotta have this.'"

From draping metal mesh that Leitch describes as "architectural lingerie" to red leather-covered columns that he says are suggestive of prostitutes' attire, the

renovation certainly reinvigorated the brand, which was Hugh Hefner's aim for the redesign.

In the future, does Leitch have more 'sexy' up his sleeve for a redesign? He says the Spheredrop glass from Nathan Allan (featured on the July/August cover of AP) would be the perfect complement to the sensual space. The glass featuring three-dimensional spheres "looks like breasts to me." Visit [archsystems.com](http://archsystems.com) or Circle 407

**above:** The curvy sensuality of the shiny black wall created a contrast to the colorful linear wall comprised of 15,000 Playboy magazines. Don't try to pull one out and read it—a cabinetmaker stapled the magazines into 9-in. blocks before assembling the wall on-site.

**CORK IT**

ASI Spa Vinyl Collection Cork at Drexel University Human Resources Office in Philadelphia was designed to replicate natural materials and create a zen-like feel, but without the cost and difficulty of maintenance. The collection includes the natural look of cork, slate, concrete and rocks, and can be used in any contract setting. According to Emily Perrotta, LEED AP, Drexel University Facilities Interior Design Group, "ASI Spa Vinyl was selected for both its aesthetic and ease of maintenance. As the designer, I wanted to use cork for its warmth and natural look, but from a facilities standpoint I knew the maintenance could be an issue. This product was a great solution making both the designer and maintenance team happy!" Visit [archsystems.com](http://archsystems.com) or Circle 495



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