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Crate & Barrel: The Village at Gulfstream Park - Design Compatibility

The proposed Crate & Barrel home store at Gulfstream Park will join a dynamic collection of retail tenants in the development of this landmark racetrack into a lifestyle center. Crate & Barrel will bring its full collection of house wares merchandise and furniture to this location in a way that is representative of the brand identity and is contextually sensitive to the center.

Crate & Barrel is recognized by its "warm modern" aesthetic and articulation of building volumes, which together create a truly unique retail experience. Crate & Barrel has addressed the center's Mediterranean vocabulary with several architectural gestures. The materials used are consistent with south Floridian architecture and the overall style of the mall. Textured EIFS, white metal, and stained masonry are used in shades of white, allowing the various materials and textures to interact with one another, defining elements of the building. The building volume is broken down to address both the vehicular and pedestrian scale. As one approaches the building, a two story volume containing a display window will add visual interest and presence to the mall entrance. Up lighting and landscape areas on the North and West facades further enhance the architecture while offering views into the store. Along Breeze Way the north façade is broken up with a rhythm of vertical slot windows in a textured EIFS wall. Customers will experience a series of framed views into the house wares store.

The building height drops to one story at the corner of Breeze Way and Seabiscuit Trail to engage pedestrian traffic. A covered arcade and several large display windows encourage pedestrians to view merchandise while remaining protected from the elements. The canopy covering the arcade will also act as a visual link to the center by drawing from the horizontal lines throughout. The entrance is located on Seabiscuit Trail within the covered arcade, and is flanked by two large display windows, one containing house wares merchandise, and the other furniture settings. These windows are designed to blur the line between interior and exterior space; a design philosophy Crate & Barrel celebrates. As the exterior architecture carries into the building and becomes a canvas for the merchandise, the displays are visually connected with the building and the customer. The intent is to create a retail experience that is elegant, exciting, and distinctly Crate & Barrel.

Respectfully submitted,

Peter Wehrli
Project Architect
Crate & Barrel

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