

Designform

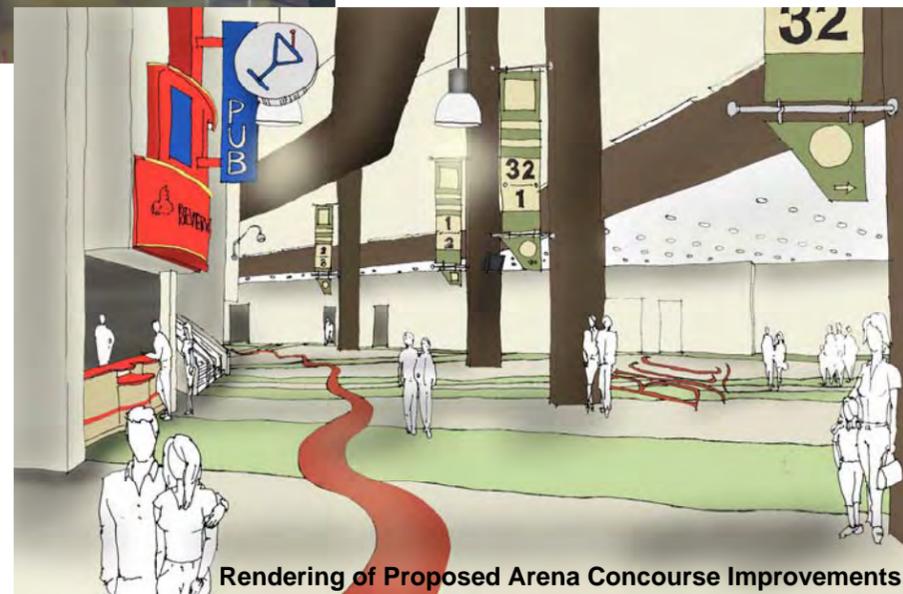
A QUARTERLY PUBLICATION ON DESIGN
VOLUME 12, ISSUE 3, OCTOBER 2008, 2 PAGES



Exciting Improvements at the BJCC

When many think of architecture, the exterior façade of buildings is what generally comes to mind. Although that is a key component to architecture, the design of the interior space is equally important to the overall feel of the structure. Many owners appreciate the current exterior façade, but would like to have the interior space reflect contemporary design and be aesthetically pleasing. That is why it is very essential that architects and interior designers work together to determine the best feel for new and existing spaces.

Designform was selected by the **Birmingham-Jefferson Convention Complex Authority** to design a new interior scheme for the BJCC Arena Concourse. The new color scheme incorporates brighter colors with a combination of Earth tones and vibrant accents to provide Arena patrons with a positive and lasting first impression. The Concourse improvements will also include new ambient lighting to simulate daylighting. Additionally, the Arena restrooms will be updated with new flooring and toilet



Rendering of Proposed Arena Concourse Improvements

partitions that will follow the color palette of the Concourse.

The updates to the Arena Concourse are just one of many improvements the BJCC is undergoing to remain competitive with similar but more contemporary structures.

Designform was also chosen to design new skywalks to connect the Arena to the Birmingham Sheraton Hotel, as well as to the North and South Exhibit Halls. The interior color schemes of the skywalks will also utilize Earth tones, similar to the Arena Concourse, allowing the entire

span of the facility to become contiguous and modern. The new skywalks will provide patrons to the BJCC and the Birmingham Sheraton Hotel ease of access between the facilities. This ease of access will allow both facilities to attract more businesses and events to use their spaces, helping to bring Birmingham back into the forefront of tourist and convention cities.



Rendering of Skywalk Connecting the BJCC North Exhibit Hall and Birmingham Sheraton Hotel

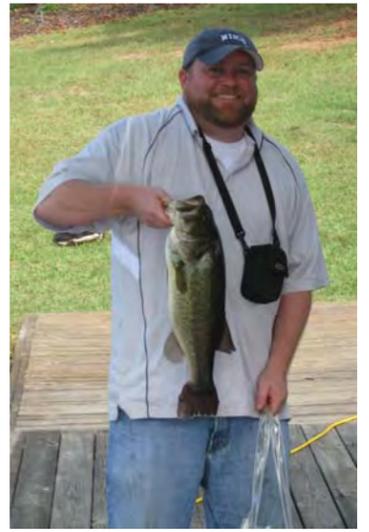
On the Drawing Board

Designform has been selected by the University of Alabama at Birmingham to expand their 9th Avenue South Parking Deck by two levels, from four to six. The new expansion will provide UAB faculty, staff, students, and visitors with 312 additional parking spaces, which will help to alleviate some of the parking issues faced at UAB. The project is slated to begin construction in early 2009.



1st Annual Designform Fishing Tournament

All great traditions must begin somewhere, and that is the case with the **Designform 1st Annual Fishing Tournament** held at Sawtooth Branch on October 11, 2008. Fishermen were paired into teams to compete for the most fish by weight, as well as the individual prize for the largest fish caught. After four hours of fishing, the winning team from Hatch Mott McDonald hauled in over 30 pounds of fish, and the individual biggest single fish weighed 5-3/4-pounds. Congratulations to the winners, and we hope to see everyone at next year's event!



Eastern Health Center Wins Awards

The new **Eastern Health Center**, designed for the Jefferson County Department of Health by **Designform**, has won two awards from the Associated Builders and Contractors of Alabama. The first award is for Healthcare Projects in the \$5 to \$10 million range, and the second was for Green Projects Under \$10 million. The awards will be presented at the ABC Excellence in Construction Banquet, to be held on November 7th at the Cahaba Grand Conference Center.

The General Contractor for the Eastern Health Center project is Birmingham-based **Golden & Associates Construction, LLC**.



Designform Welcomes Heather Wiggins

Designform is happy to welcome **Heather Wiggins** as our newest interior designer. Wiggins graduated from Samford University in May 2008 with her bachelor's degree in Interior Design, with a double minor in Art and Business. She is currently serving on the project design teams for the **Regions-Harbert Plaza Concourse Improvements** and the **BJCC Arena Concourse Improvements**.



Architecture Did You Know?

Understanding that there is more than one design solution to any problem, and that no one solution is sacred is a key to successful architecture. Not only does flexibility in working through a design problem assist in the project running smoothly, assertive architects keep uppermost in their minds the fact that the project belongs first to the client, and later to the community, but hardly ever to them. Architects do this because they know that recognizing it is one of the most effective means of keeping a project on track, as it frees them to analyze, explain, and resolve issues with a comfortable grip on the client's interests – and on the project's needs.

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