

## BIO-LUMINUM™ LANDS IN CHELSEA



Bio-Luminum is featured in the offices of Jamestown Properties located in Chelsea Market -the chic industrial mixed use development in the Chelsea district of New York City. Jamestown Properties is the owner of Chelsea Market which houses a meandering food court on the first floor while the upper floors are now home to many well known companies including Google, The Food Network, Oxygen Media, Time Warner, and Major League Baseball.

"Bio-Luminum was chosen for its sustainability factor, look, and texture", notes project manager Dirk Henke of Studios Architecture. With many LEED projects under their belt, Jamestown looked for sustainable materials and fixtures for their office design. Reclaimed maple and granite compliment Bio-Luminum and the overall design scheme, which Henke and his team define as "steam punk". The design emanates an industrial look that harkens back to the day when the office space was a factory. (Jamestown Properties and the rest of Chelsea Market is located in an old Nabisco Factory - back when it was called National Biscuit Company in the 1890s. The original Oreo Cookie was produced here.) The design scheme takes old technology and injects it into today's mentality. The conference room, for example, uses the previous factory's boiler equipment as furniture.

## SANTA LOLLA MARKS US DEBUT WITH ECO-CEM®



Santa Lolla, the fashion forward Brazilian footwear and accessories brand, demonstrated its design sense by using Eco-Cem in its first US store - located at the Boca Raton Town Center. Eco-Cem in Coal Grey is featured on both the exterior façade as well as flooring inside the modern store with a very Miesian (Mies Van Der Rohe) design.

The simplistic yet sophisticated layout combines just 3 finish materials: Eco-Cem 4'x4' panels, glass, and natural wood panels.

Architect Norberto Rosenstein chose Eco-Cem for several reasons apart from its aesthetic: "Price and size", notes Rosenstein. Eco-Cem's light weight makes it very easy to install. 4'x4'ft super smooth panels on the floor and walls are almost impossible to accomplish with stone. Since the project went with an eco-friendly design and is the first store in the Boca Town Center to use 100% LED lighting, Eco-Cem was a great choice all around. "The client is very happy with the outcome. The space is very open. The clean, modern, and sophisticated look of the Brazilian brand was accomplished 100% with Eco-Cem's help. The client is very happy", says Rosenstein.



JAMESTOWN PROPERTIES

SANTA LOLLA STORE

