



FORD MODELS HEADQUARTERS

The model agency that commissioned this project was founded in 1946. The clients understood clearly what they were looking for. They wanted this office to be the agency's headquarters and to create a new corporate image that would reflect functionality and efficiency. An important part of the project was choosing the building that would house the offices. The chosen location was the top floor of a historical building in New York's Flat Iron district.

The nucleus of this design is the area to be used by editors, documentalists, producers, photographers, etc. Large wooden tables have been placed in the central area of the office, where there are no concrete partitions. Each table may be occupied by eight people, who have constant contact with the occupants of the other tables.

In order to separate the different sections, the designers decided to hang large wooden and aluminum panels from the ceiling, which feature photos of the agency's different models. These panels fulfill two functions: they separate the work areas and conveniently display all the photos of the models so that the most appropriate for any given occasion can be chosen. The wood used for the tables, and panels, and the shelves throughout the office is fir, one of the most expensive on the market, in response to the owners' desire to present an image of luxury and quality.

Color appears in the lobby of the office to delineate the two areas. Red and white have been used since they are the colors that give the firm its personality. The wooden module stands out, clad in white plastic panels, which serves as the office reception area.

To access the different spaces, two routes have been created: a wide, well-lit one and another, which is narrower and more isolated.

The space intends to reinforce the image of the prestigious Ford Agency by joining abstract decorative volumes with functional elements.

ARCHITECT/DESIGNER:
BONETTI KOZERSKI STUDIO

Client: Ford Models
Photographer: Lucca Pioltelli
Location: New York, NY, USA
Completion date: 2006
Area: 15,000 SF



- The reception area and lobby have been conceived as the agency's central space. The routes to the other rooms lead from here. The lobby also acts as a casting room as well as a meeting room.

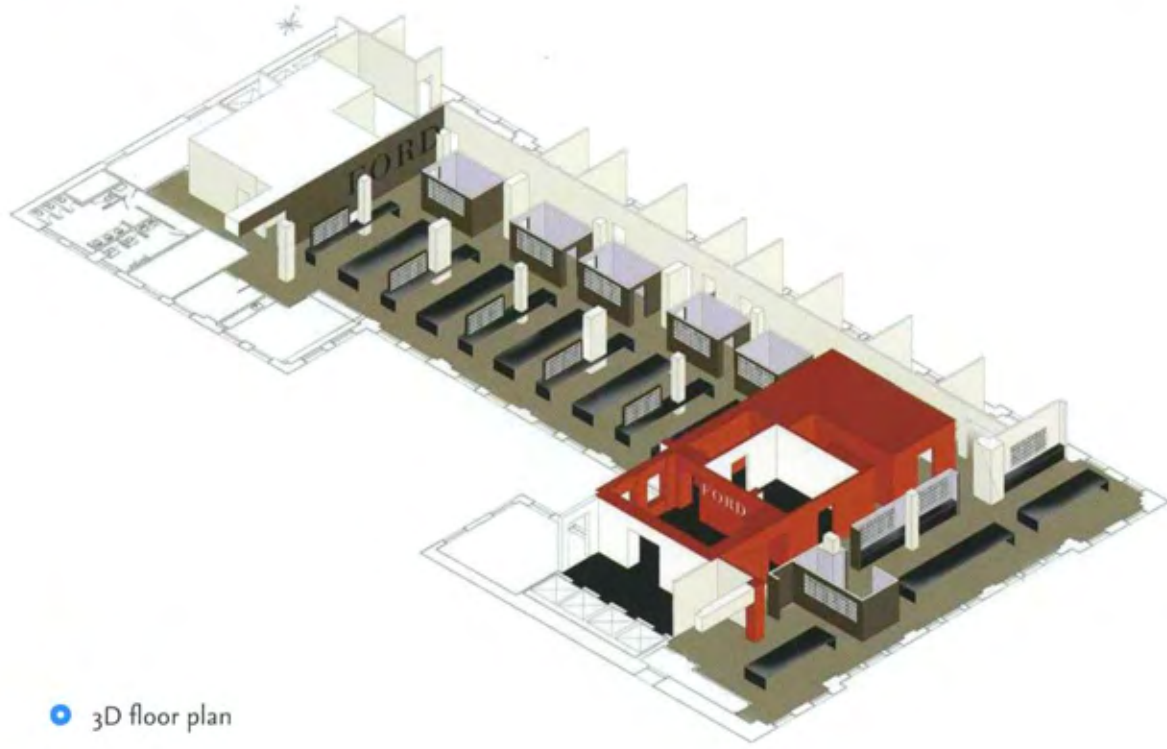




• The work area is divided into two sections: one for the models and the other for seeing clients. At times the agency is very busy, which is why two circulation routes have been created.



• Floor plan



• 3D floor plan

