

Studio Pages

The Newsletter of Studio21 Architects
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architects



A Note from Bill The New World of Experiences: Commercial Architecture

I usually feel I shouldn't do an article unless I know the answer, but today we have a new economy and we're all creating it. Sometimes we create a new reality without giving it a lot of thought. I would never design a commercial architectural space or a home without input, conversation, and decision making by all parties involved. And yet I see a huge cultural shift that is slowly affecting our society and world without giving it a lot of thought.

We all know how the Internet's exploded and everyone is shopping online, including myself for most of my holiday shopping. It used to be I would walk aimlessly from store to store trying to figure out that perfect gift. Now I aimlessly browse the Internet for my shopping! It's changed how we purchase things and interact; studies say 1 out of 4 major shopping malls will eventually close. Besides being a place to shop, the malls also served as a social place; people, especially teens, would gather at the mall. Teens now treat social media as a gathering place. The big question is, what are brick and mortar places doing to survive?

Change is inevitable. The car replaced the need for the blacksmith. It's an evolution that happened. You'd be hard-pressed to find a blacksmith except at Greenfield Village. The brick and mortar establishments have to change with the times or they will perish. Certain ones won't survive, yet there is always a need for a physical place to shop such as the grocery store, automotive parts, and shoes you can actually try on.

With architecture, we look at how to fill the spaces that are there. The current outlook is; you've got to make it an experience.

There must be a reason to go to the store, to not just sit at home on your computer and purchase things. Eddie Bauer in Columbus, Ohio created a cold room which they keep at 16 degrees. When people want to purchase cold weather gear, they can try it out in actual cold temperatures. You can't do that online. It's a neat way to create interest. Likewise, electronics stores let you try on the newest virtual reality goggles – you also can't experience that at home.

On the other hand, Sears, Kmart, JC Penney, and now a lot of Sam's Clubs are closing their doors. I'm surprised because whenever I go into Sam's Club, it seems they're always busy. A lot of what you buy is perishable; that seems perfect for a brick

and mortar store. So it's shocking to me to see the number that are closing. However, the shift is now to order online and have it delivered. Where we used to buy bulk paper towels for the office, now it's arriving at our door in huge boxes. Good for the corrugated cardboard and shipping industries, not so good for Sam's Club stores. As I said, change is inevitable.

There probably isn't much of anything to stop this trend, but creating a stimulating environment, an experience, can help save or even grow a business.

We are currently working with a company to create a Pet Resort and Doggie Daycare. They are planning to take over the location of a former Hobby Lobby, about 12,000 square feet. It features glass block doggie suites. They are easy to clean, feature a little bed, and there's even a TV in some of the suites. This is totally catering to our obsession with dogs being part of the family now. It's become a popular trend. Also a great example of how traditional retail space can be transformed.

In spite of my own tendency to shop online, I do find it enjoyable to shop at a physical store. When shopping online you miss the opportunity to engage in a short conversation, interacting with people while shopping. As a society, we're missing these things by staying at home.

The million-dollar question, for brick and mortar stores and for all of us is, how do you build an experience that people will gravitate toward? Car dealerships constantly update their image and their brand, but they have an advantage in that people enjoy test driving cars. What about you? What is your brand and what are your thoughts on how to update it?

What makes you different from anyone else, including an online seller and your own brick and mortar competitors? Let's talk about this and what it means for your commercial architecture project. I'd like to know what's on your mind.



BILL STYCZYNSKI
PRESIDENT



studio21 Seminar Series

February 28
At our office
7:00pm

Home Technology
By

Rick Atkins

Registration by email
info@studio21architects.com



Design Discovery Review

"The First Logical Step"

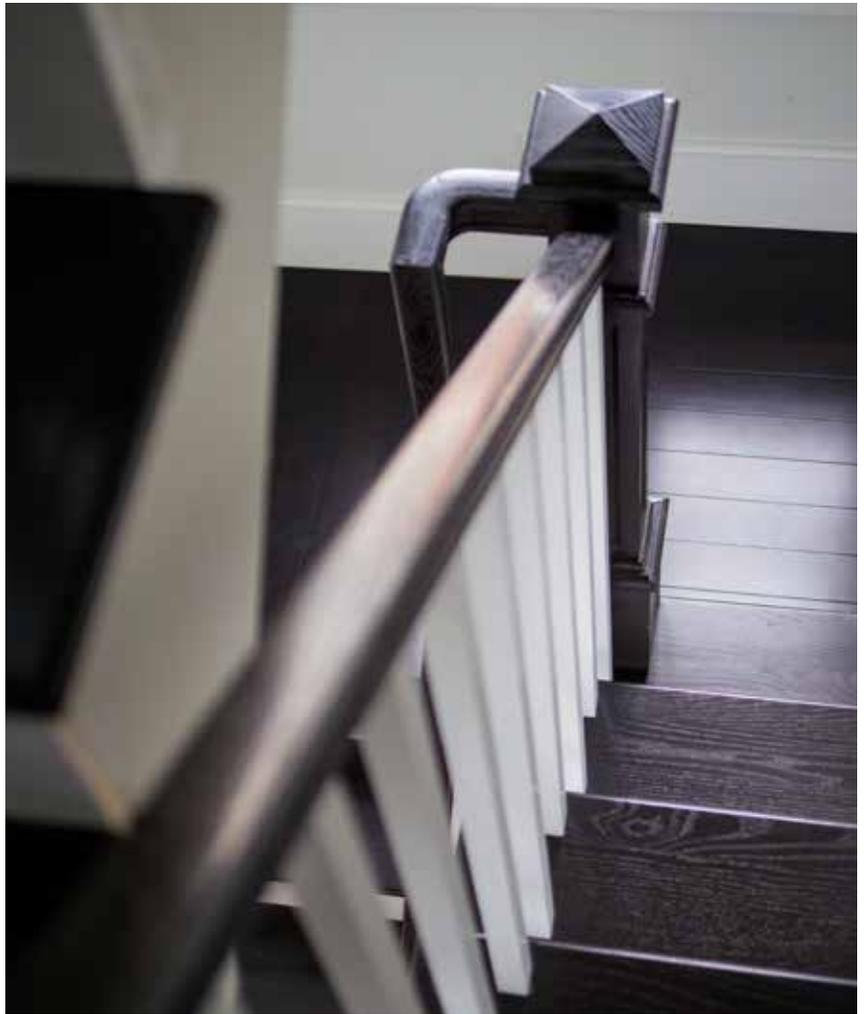
For additional information
visit us @
[http://studio21architects.com/
design-discovery-review/](http://studio21architects.com/design-discovery-review/)

THIS ISSUE:

- A Note From Bill
- Details
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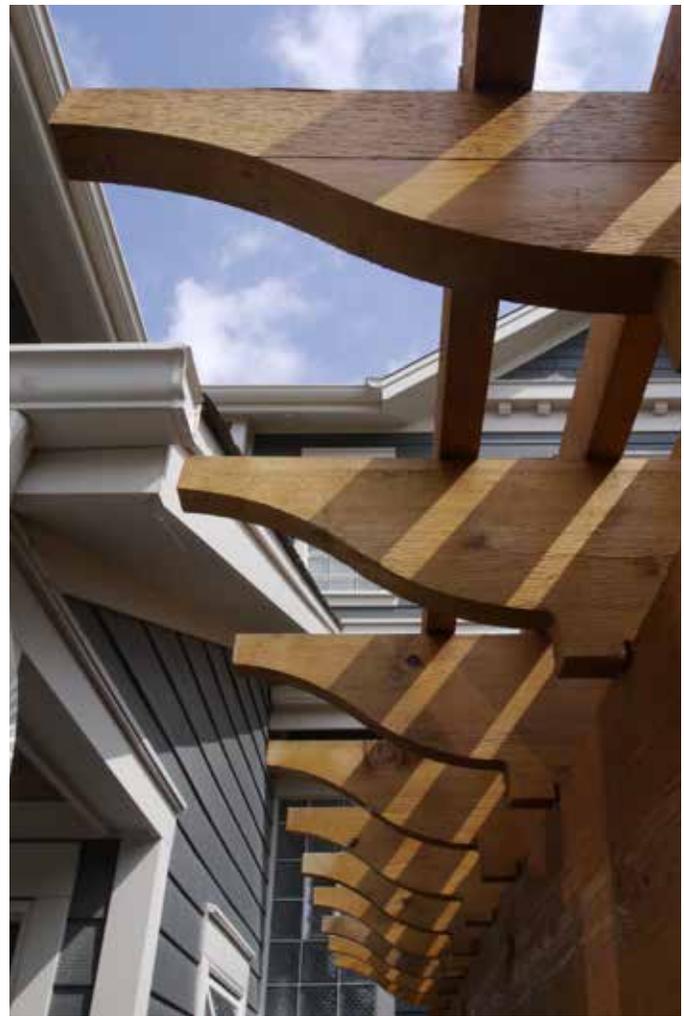
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“details can make a home uniquely your own”





Life is in the details

The Studio21 motto has always been *Define Your Own Sense Of Home*, and it is the details that are the integral part of making this happen. Whether it is creating a certain visual style, incorporating the latest home trends, or a unique functional feature that makes your life easier; these details can make a home uniquely your own.



The Dream Home Planning Seminar Series

The design of a home is not created in a void. As architects, we rely on the experts in their individual fields to bring their experience to help create the ultimate home environment. Hosted at the Studio21 Architects offices, the Seminar Series features a different industry professional each month. This is a free event to attend, but seating is limited and advance registration is required. Email your request to our office at info@studio21architects.com to reserve your seat. Be sure to bring your questions for the experts to answer. Attendees will receive a copy of the *Luxury Home Project Planning Pack* and a copy of *Success with Home Technologies* by Rick Akins.

february - Create the "X" Factor with Technology

Wednesday
02-28-2018
7:00pm - 8:00pm

Technology is everywhere in our homes and it should be something that enhances our lives and not overwhelm us. Rick will discuss a variety of topics including how to create and enjoy the perfect home audio/video system and/or home theater or media room. Efficient and convenient home control systems will be discussed along with lighting control and motorized shades. Not to be overlooked will be a discussion on systems for your outdoor spaces and creating a home network and fool-proof Wi-Fi.



Rick Akins is the owner of Bright Life, Inc., and has provided home technology solutions for roughly 3,000 families, making their homes safer, more convenient, efficient and fun. He is a multi-patented electrical engineer and author of the books, *BICSI Residential Cabling Manual* and *Success with Home Technologies*. He was a feature speaker at the Cabling Business national conference and developed the BICSI home technology training program.

Rick Akins
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rickakins@brightlifetech.com

march - Designer Reveals Her Selection Secrets

Wednesday
03-28-2018
7:00pm - 8:00pm

Interior finishes and furnishings are the key to creating a cohesive and comfortable home. Renee will share some of her secrets to the selection process, including cabinets, countertops, flooring, and light fixtures to name a few. She will also talk about colors, trends, and how to work within your budget to get the best bang for the buck.



Renee is committed to beautiful and creative design as well as unparalleled service. I believe that great design is contemporary but timeless, simple but elegant. Her goal is to create beauty, innovative functionality, and a truly enjoyable design process. You can expect the attention to detail your project deserves.

Renee Dion
Dion Group
(708)404-5005
reneedion@msn.com

april - Show Me the Money - Construction Financing

Wednesday
04-25-2018
7:00pm - 8:00pm

This session will cover the basics of construction financing, including the options for construction to permanent financing. The reasons for various loan types will be explained as well as how to facilitate financing for vacant property, tear down property, additions, renovations and new construction. If you have a project coming up in your future, you must attend this session.



Dan Pagano is a Wintrust Branch Manager and Loan Officer, he has nearly two decades of mortgage lending experience. In his tenure he has closed over 3,700 transactions and over One Billion dollars in mortgage volume. He feels that it's his team's responsibility to close your loan on time and with ease.

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Published by Studio21 Architects for all our clients, builders, friends and suppliers.

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Any question or comments, or want to be added to our mailing list, feel free to contact us any time.

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Walk- In Wednesdays
at Studio21 Architects



Free consultations every Wednesday
8:00am to 4:30pm.
No appointment necessary.

