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PROJECT REPORT
NATURE AND THE CITY, March 2010

THE BIGGER THE CITY THE STRONGER THE LONGING FOR NATURE.



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PROJECT: PARK HYATT WASHINGTON DC, HOTEL
WOOD SPECIES: CLASSIC AMERICAN WALNUT
DESIGN: TONYCHI AND ASSOCIATES, WWW.TONYCHI.COM
CONSTRUCTION: CONTRACTOR HUMPHREY RICH CONSTRUCTION COMPANY,
WWW.HRCONSTRUCTION.COM

Special features:

- 3-layer-construction with micro-bevelled edges, Top layer made of hardwood, bottom layer made of hardwood or spruce, middle layer made of softwood
- contrasting colour variations are a valued feature
- typical dark colour of walnut with wavy grain
- occasional sapwood and knots are allowed
- Top layer: approx. 4 mm



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ADMONTER IN NEW YORK: STYLE CONSCIOUS AND ELEGANT.



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PROJECTS: LAI RESIDENCE (NY), PRIVATE-APARTMENT
CENTRAL PARK WEST (NY), PRIVATE-APARTMENT
DESIGN AND REALIZATION: SLR DESIGN
WOOD SPECIES: CLASSIC EUROPEAN OAK KNOTLESS

Special features:

- 3-layer-construction with micro-bevelled edges, Top layer made of hardwood, bottom layer available either in hardwood or Spruce, middle layer made of softwood
- contrasting colour variations are a valued feature
- mixed grading of rift cut and wavy grain
- knotless, without sapwood, occasional knot points
- Planks in different widths can be installed in one room (Manor house floorboards)
- Top layer: approx. 4 mm



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INTERVIEW WITH THE ARCHITECT.

Urban living demands special requirements: A harmonic mixture and subtle balance of lifestyle and a certain feelgood factor are the main characteristics of the new decade; the perfect combination of natural materials and contemporary design accentuates the urban living space. The quality of Admonter wide plank floors exactly meets these complex requirements and convinced architect Stephen Lee to choose Admonter natural floors for his projects in New York. Lee studied architecture at the Harvard University, is the founder of SLR-Design and lives in New York. Many of his projects with SLR-Design have been credited with awards.

Mr. Lee, what are the main tasks for you as an architect when it comes to interior design? Do you have special philosophy or principle for your projects?

We try to match the client's goals, both programmatically and financially, with our own aesthetic sensibilities. We believe there's a fine balance between creating innovative space and designing a perfectly functional plan. We try to sculpt the project and the spatial relationships into something easily understood by the user. The use of natural materials, structural honesty and expressive detailing all contribute to our approach.

Do you focus on a special target group with this philosophy?

If your approach to design is both open and analytical in nature, it's possible to arrive at a solution that's compatible with both client and architect, a solution that perhaps neither party envisioned at the beginning of the process. This is something our clients always understand better after the completion of a project. It's for this reason we try not to focus or target any particular group of people. Of course, it's nice to work with someone who appreciates design.

Do you think there is a prevailing trend in interior design especially in urban environments?

I do see a sort of branding going on, where people incorrectly associate design with a manufactured product that developers and brokers have wrapped up nicely into a marketable package. It's not too difficult to move past this with a client and focus on more concrete design issues. If by 'trend' you're referring to a stylized aesthetic that's

being requested by clients, I'd say no, but we are seeing more of an 'awareness' of design in more clients than in the past. I think it's partly due to technology and media but also due to the economic climate we're in. We seem to be meeting a new generation of families who are cautiously optimistic in terms of redefining how they see their ideal home. By seeing more projects, via the web or email, they're carefully reevaluating what they want rather than just adopting the style their parents lived with. And being financially and environmentally responsible makes it even more important for the designer to address every aspect of the project in its entirety.



Which role do natural materials play for you?

We definitely have a strong bias toward natural materials. We simply love designing a crafted and well detailed environment with them. We try to use materials in the way that complements their inherent attributes.

And flooring?

Flooring is one of the first surfaces we consider in a project. It's easily the most tactile surface experienced by the user. Flooring can quite definitively change the atmosphere or environment of a space, so it's a critical component of our design.

What were the reasons why you have eventually opted for Admonter wide plank flooring?

Nothing matches Admonter's ability to bring out the beautiful character of wood grain. We've visited dozens of wood suppliers and flooring specialists in a seemingly endless search for the perfect floor. The quality is impeccable and we've never seen a product with as much consistency and precision. The range of product available to us is excellent as well.

Thank you very much for this interview.

