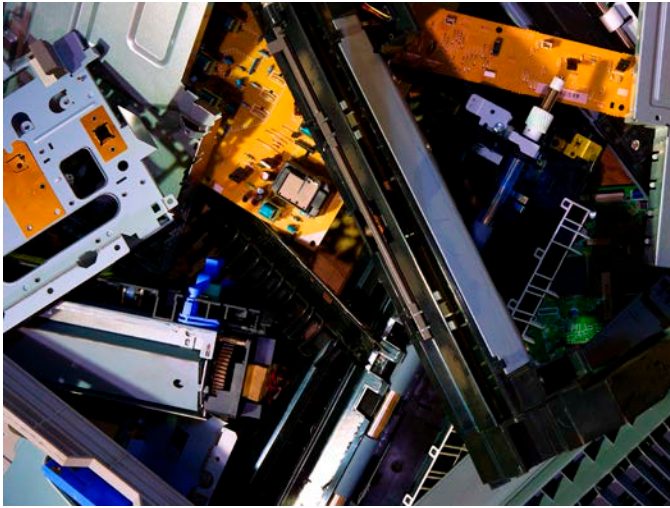
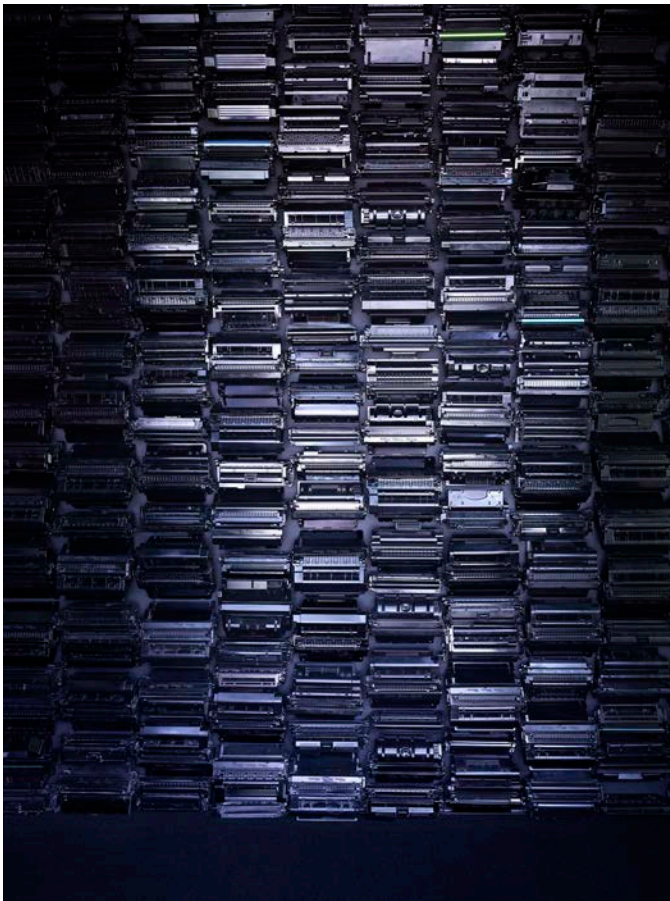


# IMAGENET CARROLLTON - REMODEL

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The project inspiration is a belief that one can re-purpose **waste into art**. A single toner cartridge takes 450 years to decompose. Recycling 1 cartridge saves 3.6 lbs. of solid waste.



A wall of recycled toner cartridges references the waste associated with printing today. Recycling 1 cartridge saves 3.6 lbs. of solid waste. En masse they create a unique texture and emphasize that **beauty can come from unexpected places**.

**Client:** ImageNet  
**Completed:** July 2015  
**Scope:** 9,500 s.f.  
**Cost:** Confidential  
**Awards:** 2015 Interior Design, "Best of Year" Winner; AIA Oklahoma, 2015 Merit Award Interior Architecture; AIA Central States Region, 2015 Honor Award

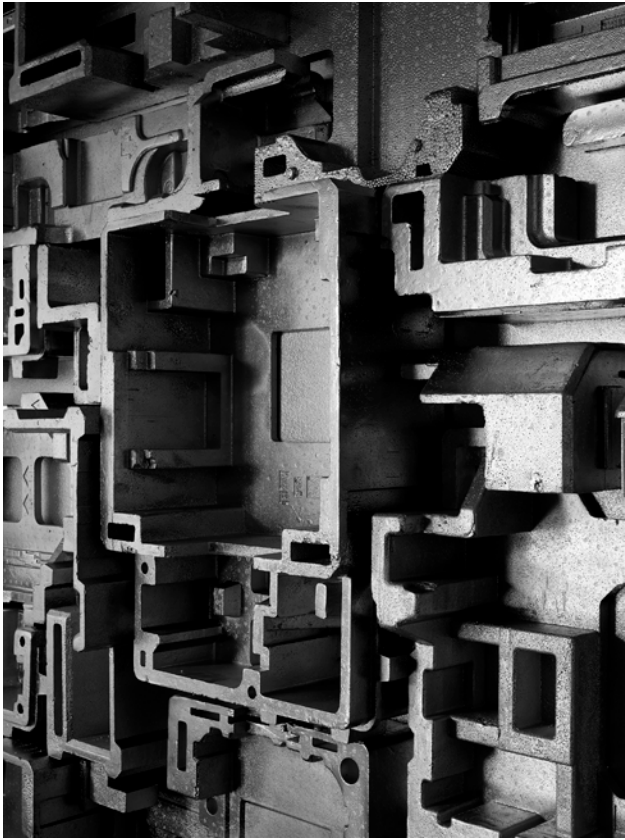
**Description:**  
Remodel of existing office and warehouse space.

**Company Mission:**  
"Our mission is simple. Provide information technology solutions that improve our client's bottom line." To accomplish our mission, we train our consultants to optimize and enhance the management of business processes. In most cases this has changed little since the 1600s. While technology changes at an ever increasing pace, business processes driven by the movement of paper have not. Many studies reveal the inefficiencies of paper-based processes. While most business professionals agree with these findings, they do not possess the time or expertise to evaluate and improve the situation. This is where ImageNet Consulting defines its value proposition; uncovering problems, consulting and evaluating options, then delivering on solutions that enhance productivity while reducing costs and positively impacting the business' bottom line. ImageNet Consulting provides a vast array of solutions and experience to manage business processes. The most compelling argument to allow our company to help improve these processes is our independence from manufacturer ownership. This independence allows our company to deliver best-in-class solutions with flexibility not offered by a single line dealer or manufacturer. Through our manufacturer-agnostic and solution-led approach, we are able to offer best-in-class technologies to meet our customers' needs. This requires a clear vision of the future and a nimble company that constantly reinvents itself while keeping ahead of the latest technology developments.

Our customers range from small businesses to some of the largest corporations in the world. We are confident no other company can match our portfolio of products, solutions, and the expertise with which we deliver them.

**Client Keywords:**

- Reduce waste
- Mitigate vulnerability
- Electronic content management
- Managed print solutions
- Total cost of a document
- Recycle
- Reflective
- The cloud
- Our mission is simple. Provide information technology solutions that improve our client's bottom line.



## Architectural Concept:

The architectural concept follows the company philosophy. The space is created as a series of experiences and exhibits that tells a story of how digital information technology can change our attitude about re-purposing waste.

## Concept Points:

- A cloud made of pre-owned filing cabinets suspended from the ceiling represents the transition from storing information in paper-based systems to storing information digitally in the cloud.
- The white filing cabinets represent the paper documents you use. The blue filing cabinets are documents you look for and the orange ones are the documents you lose forever.
- The blue rug represents that area you give up each year to store your documents in filing cabinets.
- The filing cabinets on their side represent the chaos that can destroy paper documents like tornadoes, floods and fires.
- The orange cube with the question mark represents the solution. It is where you start and where you finish. You start with a question and you finish with a solution. What will your solution be?
- A gap in the paper wall from the original design that showed the importance of paper in our lives a decade ago is filled with 1's and 0's to remind visitors of the importance of digital information and that a lot of their information is already stored digitally.
- From the antique typewriter to the future of printing.... 3D printing.
- A wall of toner cartridges shows the waste associated with printing today. It takes 3.5 quarts of oil to make 1 toner cartridge. A single toner cartridge takes 450 years to decompose. Recycling 1 cartridge saves 3.6 lbs. of solid waste.
- The toner cartridges on the ceiling represent all the toner saved by putting your information in the cloud.
- ImageNet Consulting takes recycling very seriously and ships packing foam from other regional offices to Carrollton to be melted down and recycled. We diverted some of the packing foam to our project to use it as art.
- Foam packing material used as art on the walls are like the finger prints of the copiers. The employees can look at the foam and tell you exactly what copier it came from.
- Orange is a new corporate color introduced to give life to their branding.
- Re-purposed plastic wrap and bubble mailers were used as art and wall finishes.
- The reflective bubble wrap and its backing effectively created a padded room, improving the room's acoustics and making it ideal for presentations.



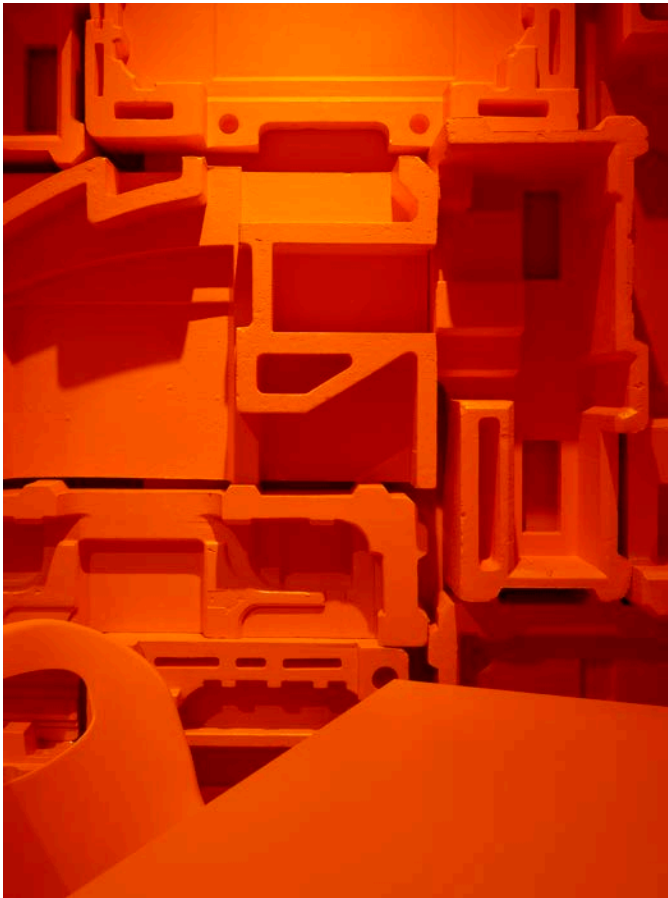
Re-purposed formed foam packing materials create a sculptural wall panel and are like **finger prints of the copiers**. The employees can look at the foam and tell you exactly what copier it came from.

## Re-purposed and recycled materials used:

- Formed foam packing material
- Recycled toner cartridges



# IMAGENET CARROLLTON - REMODEL



Re-purposed formed foam packing materials create a sculptural wall panel and are like **finger prints of the copiers**. The employees can look at the foam and tell you exactly what copier it came from.

- Bubble envelopes
- Aluminum Bubble wrap
- Plastic wrap

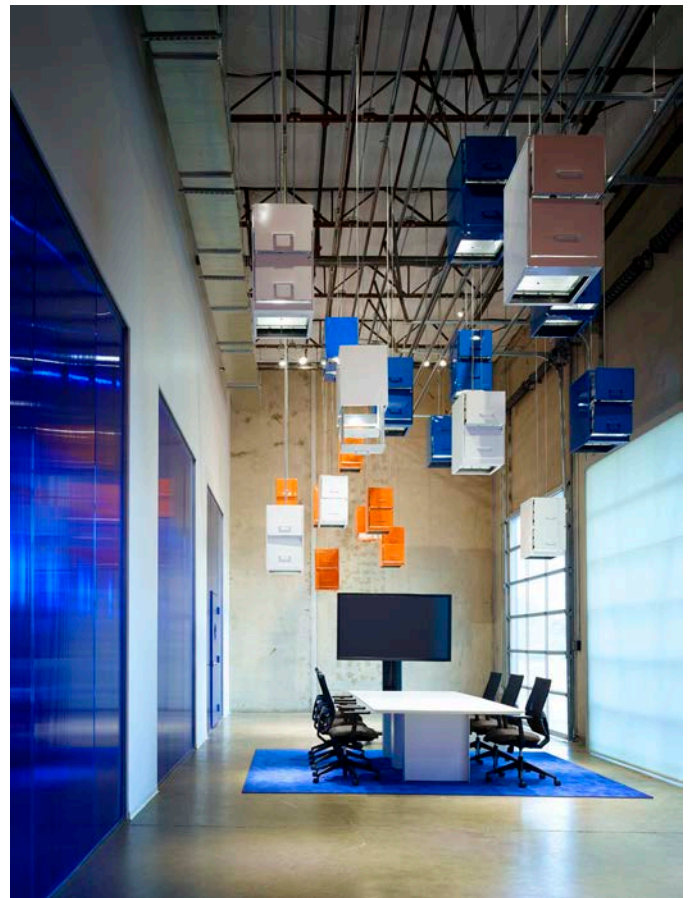
#### Architectural Attitude:

- Trash recycling requires courage.
- Trash recycling illustrates responsibility to our planet.
- Trash is the reward of dumpster diving.
- Trash is a plentiful resource.
- Trash can be an architectural material.
- Trash is transformative.
- Trash can be a sales tool.
- Trash separates the doers from the talkers.
- Trash is an attitude.

We have focused on one aspect of ImageNet Consultants' business philosophy of being environmentally responsible. Their goal is to help the customer in his business and in his environmental responsibility. The remodeled space provides the customer an office tour that exhibits and explains ImageNet Company policies and processes and provides a powerful tool for client communication. They not only hear who you are but they also see who you are. We find this



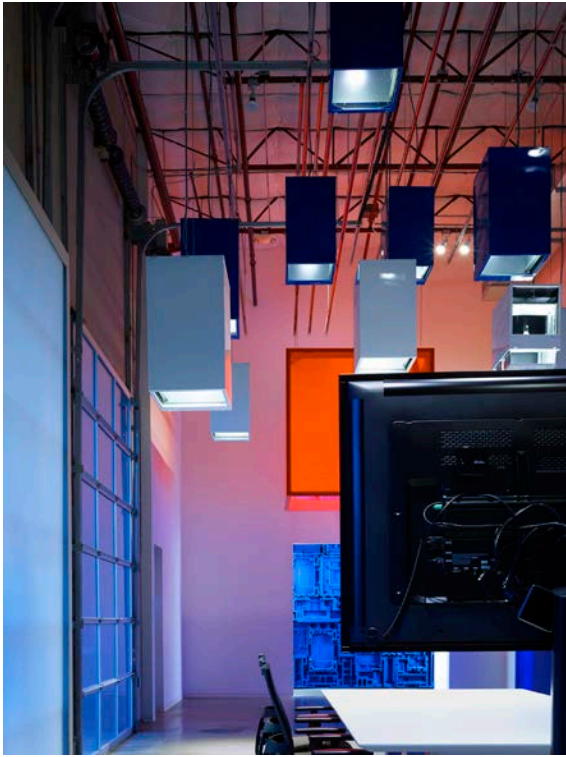
What was once the delivery dock is now a primary conference and presentation space. On mild days the open doors expose the mysterious contents.



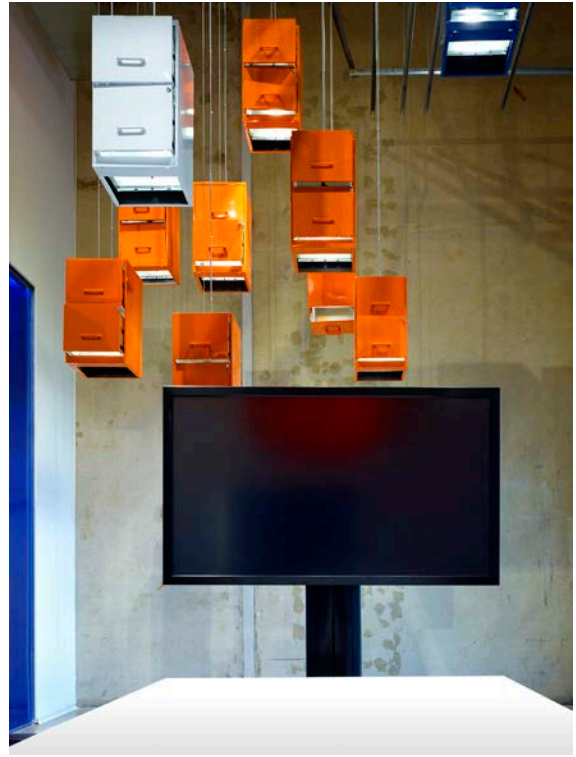
The original delivery dock is transformed into a primary conference and presentation space. A "cloud" made of **pre-owned** filing cabinets suspended from the ceiling represent the transition from paper-based systems to storing information digitally in the cloud.

# IMAGENET CARROLLTON - REMODEL

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A “cloud” made of pre-owned filing cabinets suspended from the ceiling represent the transition from paper-based systems to storing information digitally in the cloud. The lobby opens to a wall of re-purposed blue formed foam that begins a **journey about information technology**. Re-purposed **waste becomes art**.



Traditional methods of information storage provides a sculptural setting for learning about new information technology and storage. A “cloud” made of **pre-owned** filing cabinets suspended from the ceiling represent the transition from paper-based systems to storing information digitally in the cloud.



The suspended file cabinets in the lobby reference how information storage has changed with digital technology. Also notice orange plus blue equals purple. **Change happens in many ways**.



The suspended file cabinets in the lobby reference how information storage has changed with digital technology. Also notice orange plus blue equals purple – a **visual change**.



# IMAGENET CARROLLTON - REMODEL



The main lobby poses the question **"What will your solution be?"** You start your journey with a question and finish with a solution. Re-purposed formed foam panels are a greeting for the administrative offices and a statement to the company's commitment to recycling.



A painted formed foam packing material accent wall makes a statement about the company's **position on the environment**. The blue wall marks the entry to the administrative spaces.



Administrative offices and team break-out rooms populate a blue glass gallery that displays the company's history, mission, and business philosophy.

# IMAGENET CARROLLTON - REMODEL



Blue glass panels are used to **energize** the space with the company's corporate colors.



ImageNet Consulting takes recycling very seriously shipping packing foam from regional offices here to be melted down and recycled. Some of the foam was diverted and used as exhibits throughout the space.



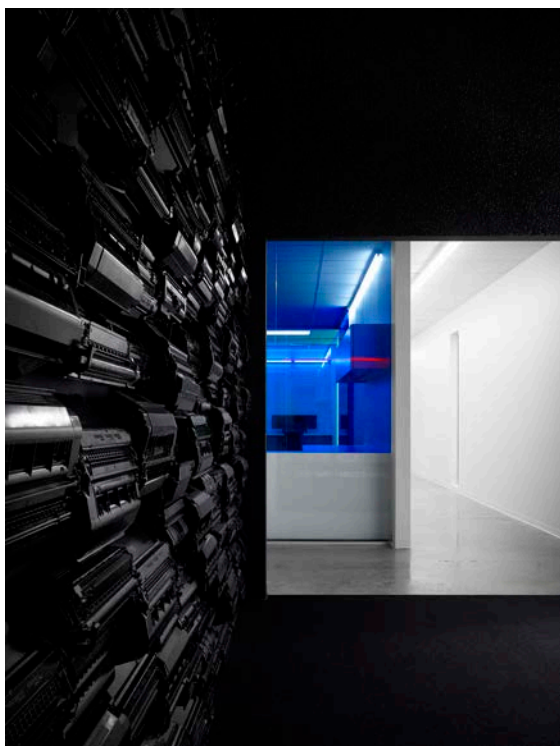
ImageNet began in 1956 as a typewriter company. In 2015, the typewriter is celebrated as sculpture sitting atop a recycled paper pedestal with a backdrop of re-purposed blue plastic wrap. The **recycled wrap** now reminds us of water.



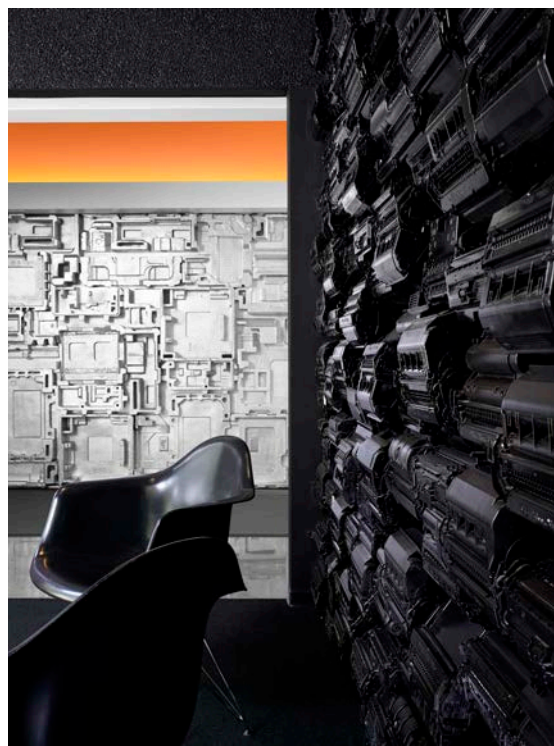


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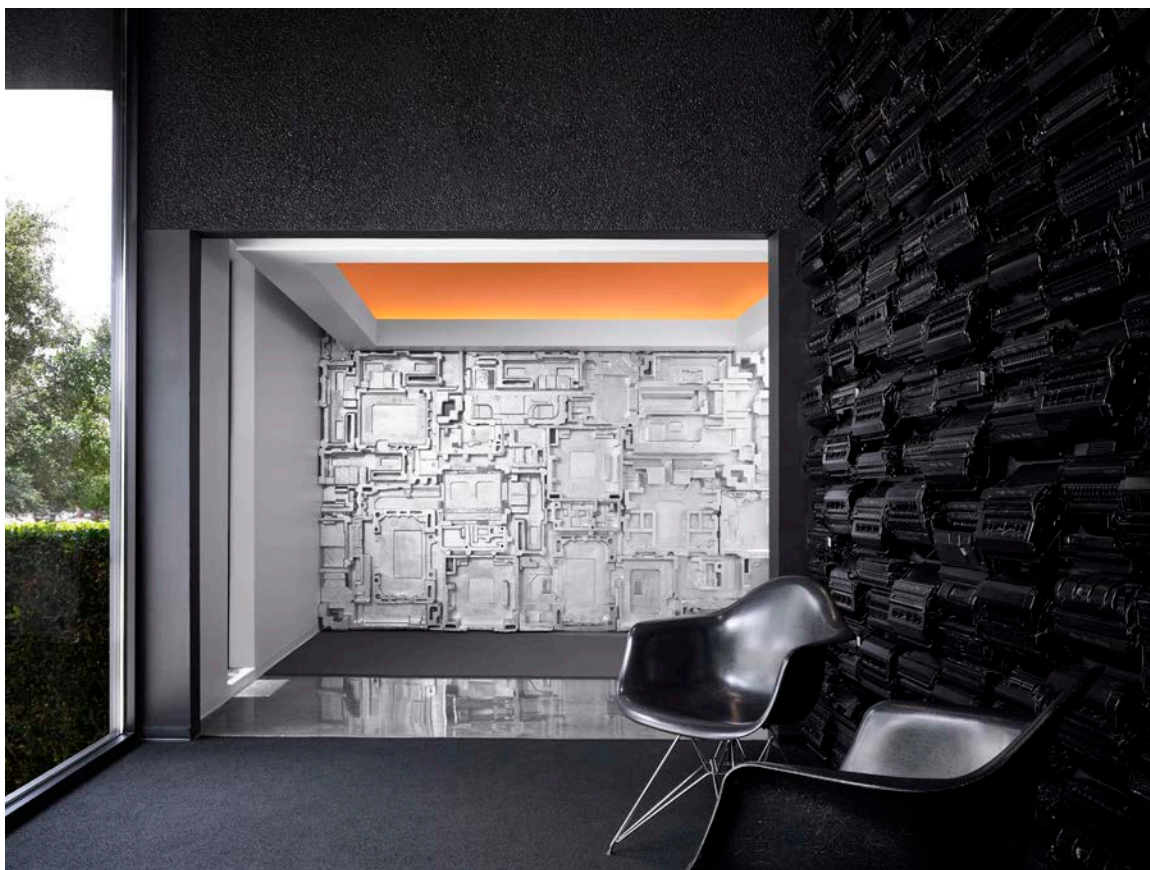
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A wall of recycled toner cartridges references the waste associated with printing today. The toner cartridges are re-purposed to become a sculptural wall. A statement about **sustainability**.



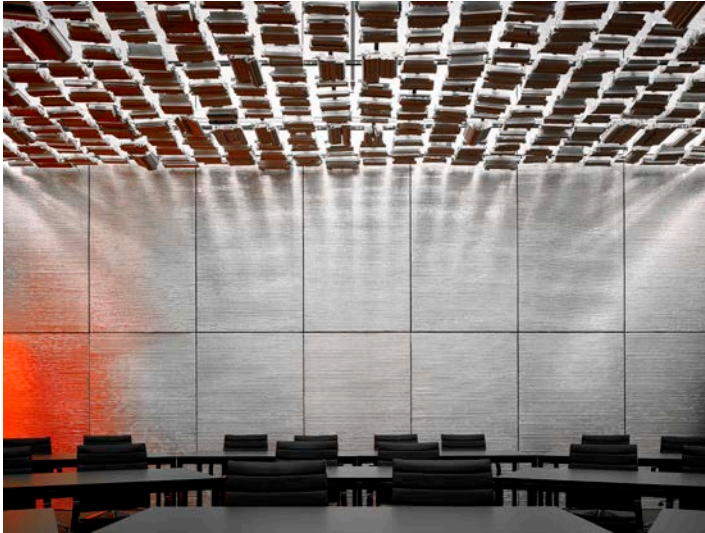
Recycled toner cartridges and painted formed foam packing material are reused as wall finishes. A statement about **reducing waste**.



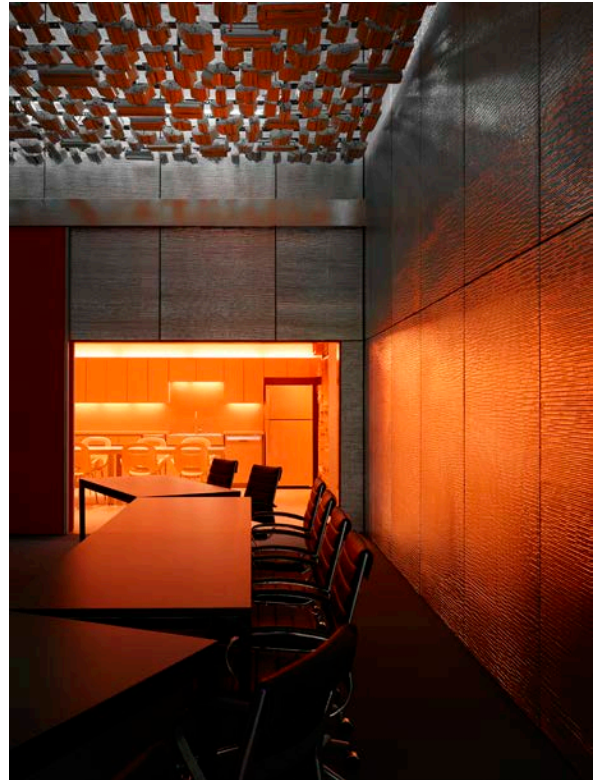
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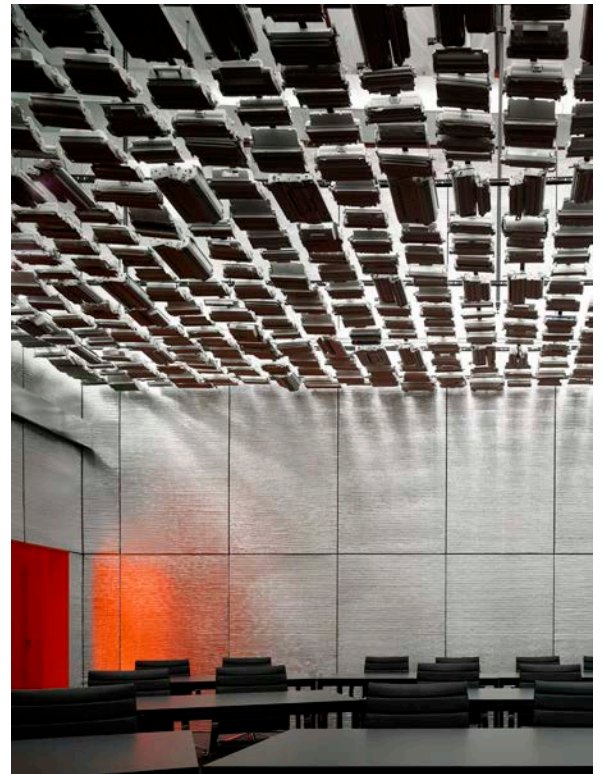
The presenter's view of the training room inspires the guests. Suspended recycled **toner cartridges** create a **celestial ceiling**. The reflection to the left has been affectionately described as the "**smudge**."



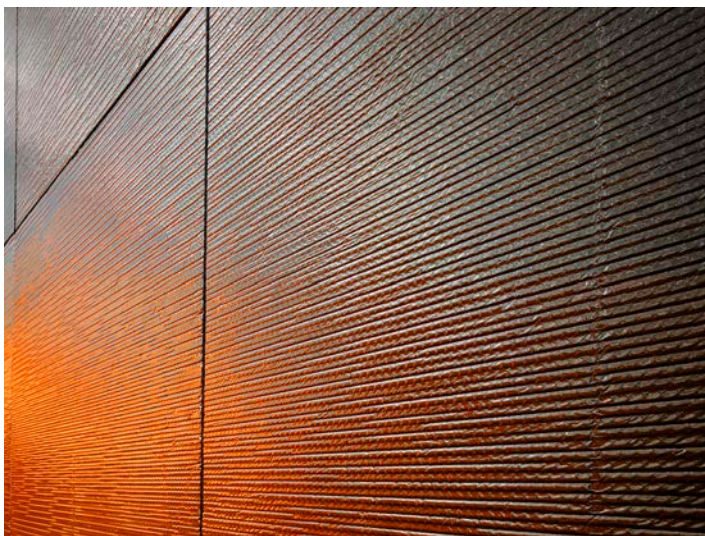
The training room palette of materials includes recycled **toner cartridges** suspended from the structure. **Aluminum bubble wrap** provides a glistening wall surface. 30' wide sliding doors separate the training room from the café.



A detail of the training room ceiling and orange **sliding** wall panel.



The presenter's view of the training room inspires the guests. Suspended recycled **toner cartridges** create a **celestial ceiling**. The reflection to the left has been affectionately described as the "**smudge**."



A wall detail celebrating the "**smudge**."



# IMAGENET CARROLLTON - REMODEL

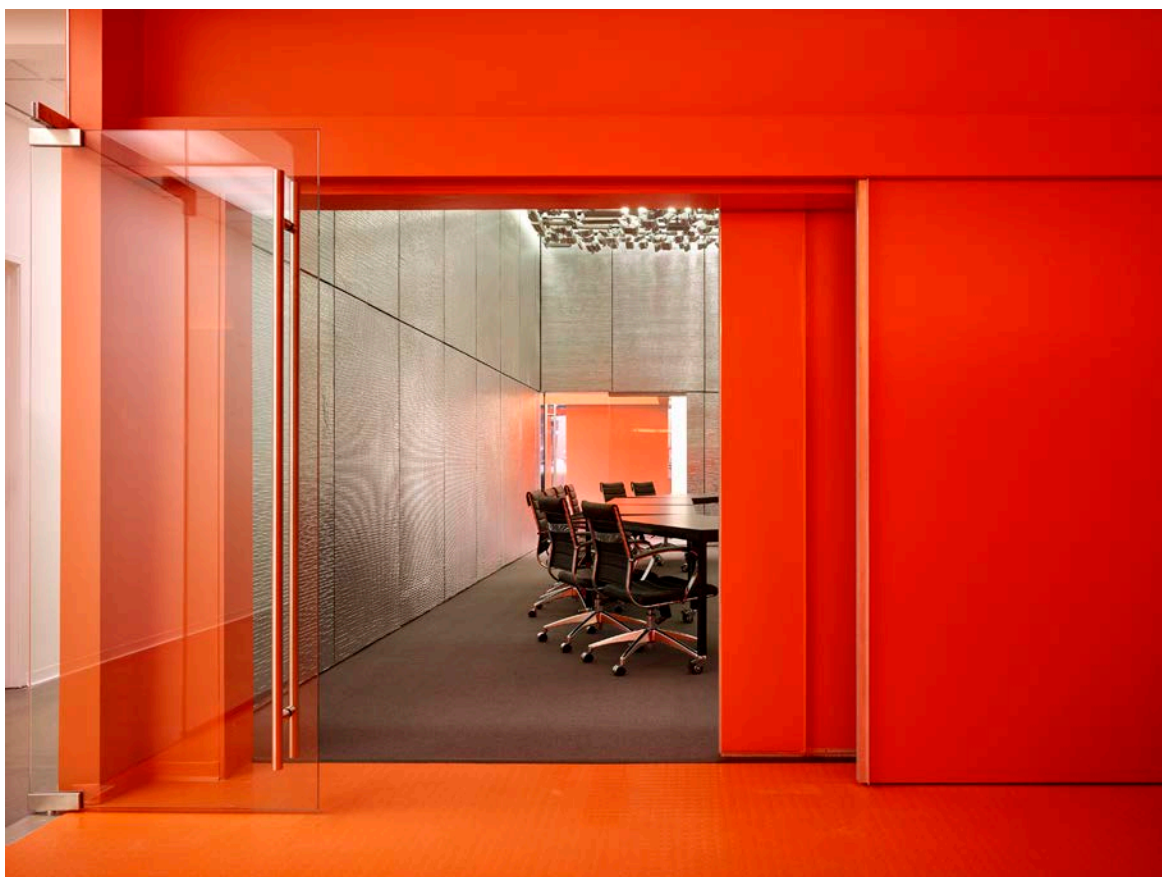
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A pair of 30' wide **sliding doors** separates the training room from the café.



In the café, re-purposed formed foam packaging becomes a sculptural wall finish and a statement on the company's commitment to **reducing waste**. Orange is a new corporate color brought in to give life to their branding.



A pair of 30' wide sliding panels allow **two rooms to become one**.

# IMAGENET CARROLLTON - REMODEL

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In the café, re-purposed formed foam packaging becomes a sculptural wall finish and a statement on the company's commitment to **reducing waste**. Orange is a new corporate color brought in to give life to their branding.



The view from the warehouse into the café is both surprisingly similar and beautifully different. Re-purposing **waste as art**.



The **café** is visibly connected to the warehouse and beyond.

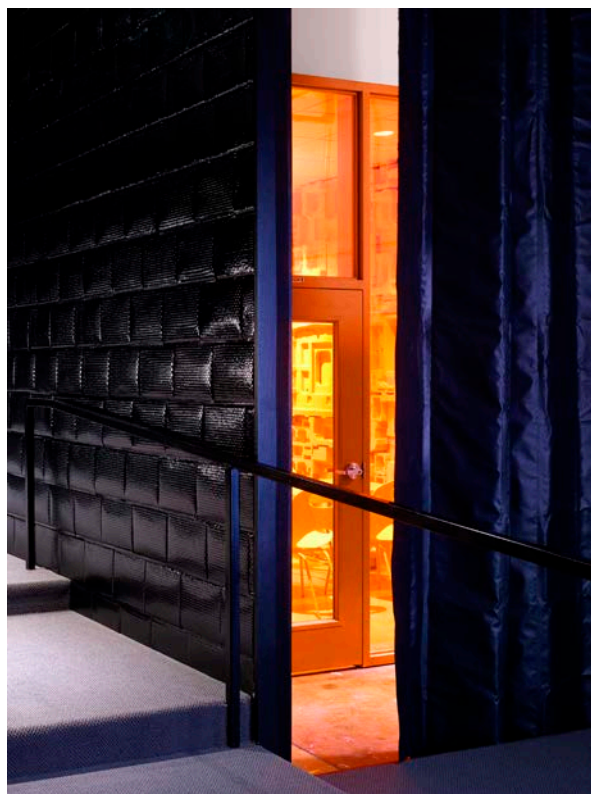


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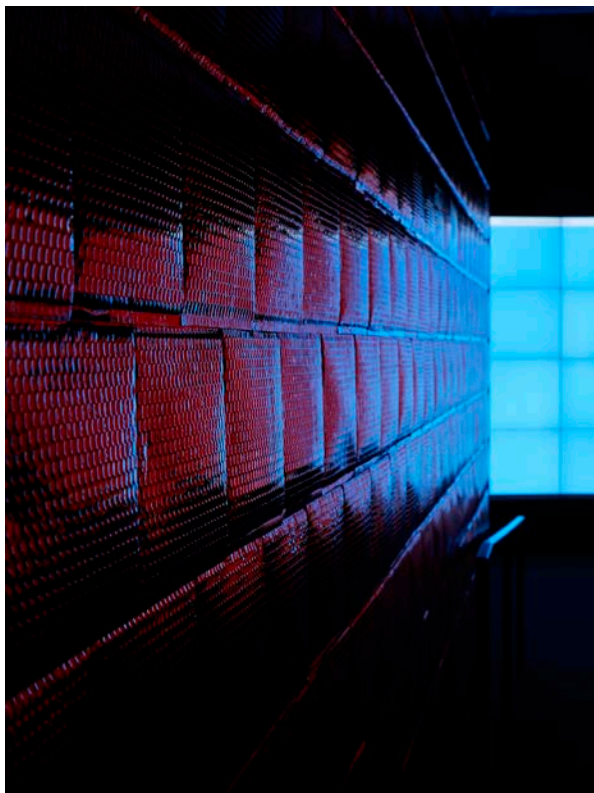
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Integrated and overlapping spaces create interesting contrast of use. The 40' tall black industrial curtain enclosing the presentation room can be pulled back exposing customers to the product in a unique way. The orange of the café connects the spaces and adds **energy** to the experience.



An unexpected peek into the café is visible at one corner of the presentation space. Glossy black bubble mailers are re-purposed as a wall finish and function as an **acoustical surface**.



32 plasma screens transform the presentation room into a **box of information and light**. A place where information technology becomes **palpable**.



32 plasma screens transform the presentation room into a **box of information and light**. A place where information technology becomes **palpable**.

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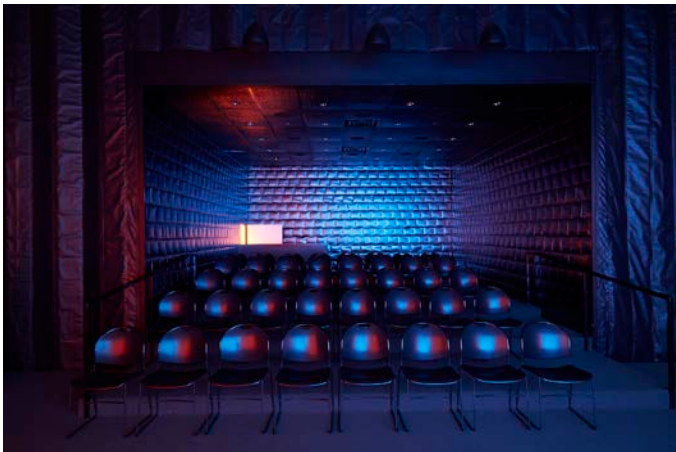
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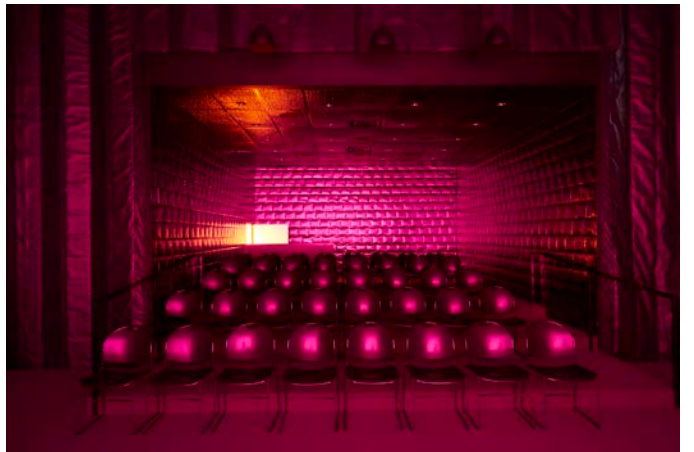
32 plasma screens transform the presentation room into a **box of information and light**. A place where information technology becomes palpable.



The presentation space shows us a new world. A black industrial curtain, reflective bubble mailers, and reflected light from 32 plasma screens take us to a very different place. **We are seeing the future.**



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