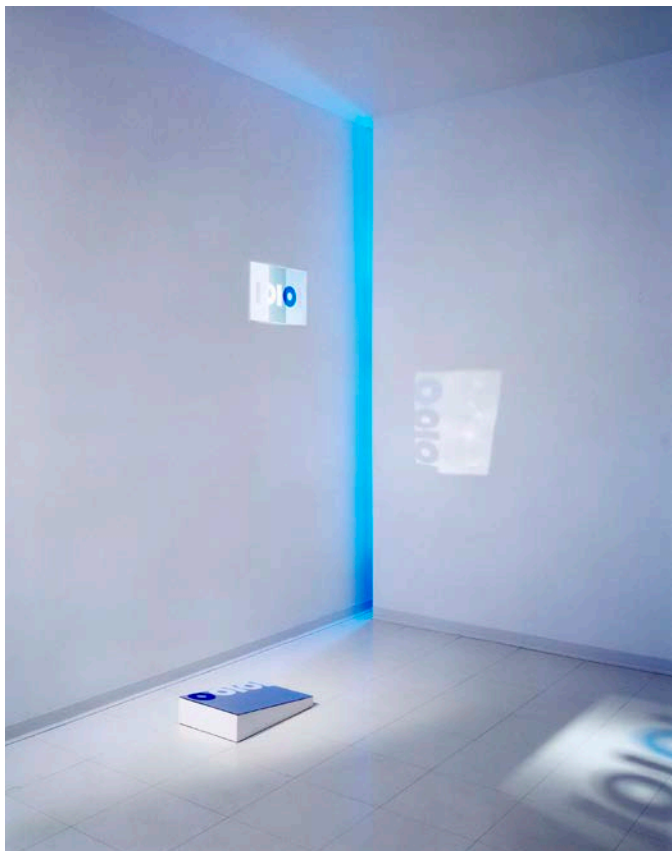




First view of space upon entry. View is looking west.



Reception view looking northwest

Client: BMI Systems
Completion: June 2004
Scope: 3,388 sf
Cost: \$91,327 Construction
 \$13,044 FFE
Awards: AIA, Central States Region, 2007 Award of Excellence in Interior Architecture; 27th National Interiors Awards "Contract Magazine"; AIA Oklahoma, 2005 Honor Award for Architecture

Project Goals:

- Streamline the process. Make the production process smooth and efficient. Efficiency makes profits.
- Educate the customer. Be thoughtful and helpful so the customer understands how your services can make their life easier and more efficient.
- Focus on technology. Show the customer that your company is on the leading edge of technology . . . I want to hear them say "I didn't realize you could do that!"
 Help them think differently.
 Help them see differently.
- Continue our quest to interpret, even re-invent, the ImageNet image.

Architectural Concept:

- Use 11" x 17" mirror panels with binary vowels that project onto adjacent walls, floor and ceiling.
- Create an "atmosphere" of duplication and project light as the message.
- Place the space. The big "D" with GPS positioning marks the exact office location in the universe.
- Space, color and lighting redefines the production area as the clean, accurate, sophisticated, high tech heart of the operation.
- The design goal is to create a staff recruitment tool, a marketing identity and a memorable client experience.
- We have proven that design affects the bottom line.

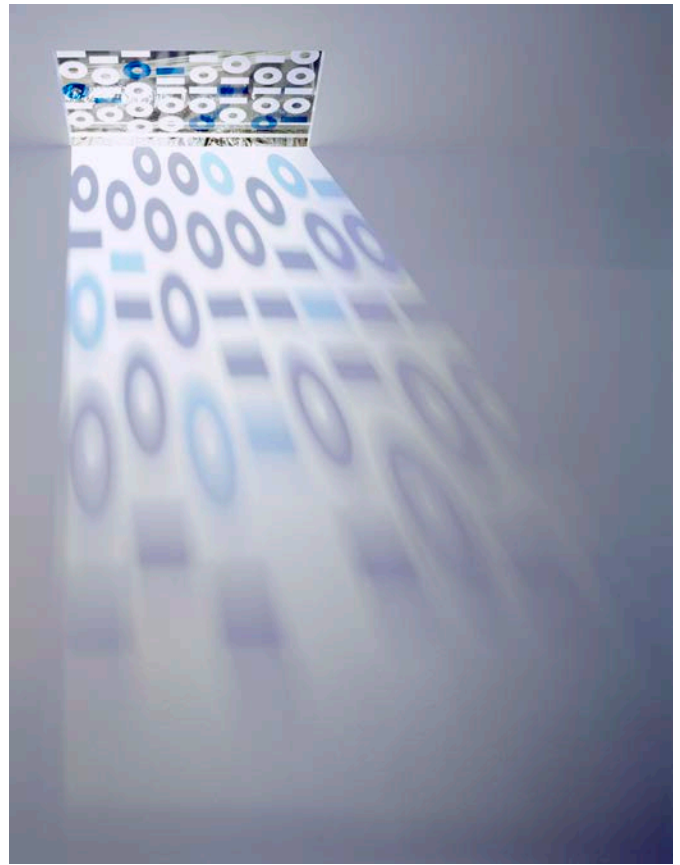
Word Paintings:

- Through my eyes you are organizing and moving letters and words and sentences and paragraphs and pages and chapters and volumes...
- Your technology transforms our language . . . the vowels of the English language look like this – a, e, i, o, u. The new language is changed to binary and then changed back to English . . . and it looks like this . . . 001 100.
- Our concept takes these thoughts . . . adds a little magic . . . and becomes a memorable symbol of ImageNet.
- Our concept is called "Ditto". . . "meaning the same as before."

I M A G E N E T D A L L A S



Reception view looking east



East elevation



View from reception looking south towards reception desk



Detail at color change line showing binary mirror



Looking west down corridor past production to find the "Big D" panel



Corridor view looking past production towards reception desk



View north from corridor into production area



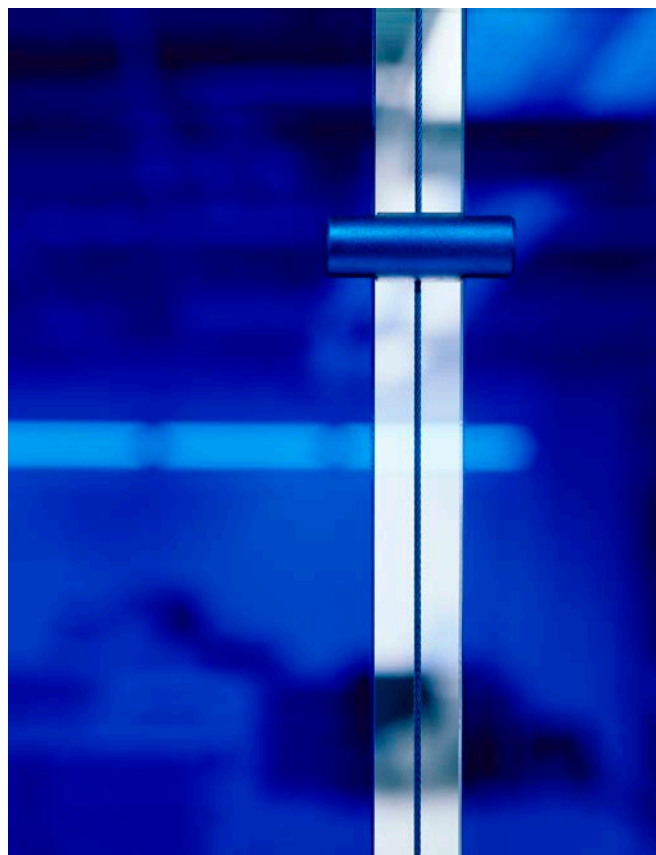
View from production through conference door to exterior windows



Corridor view through blue acrylic to production looking south



Circular windows into production manager's office looking south



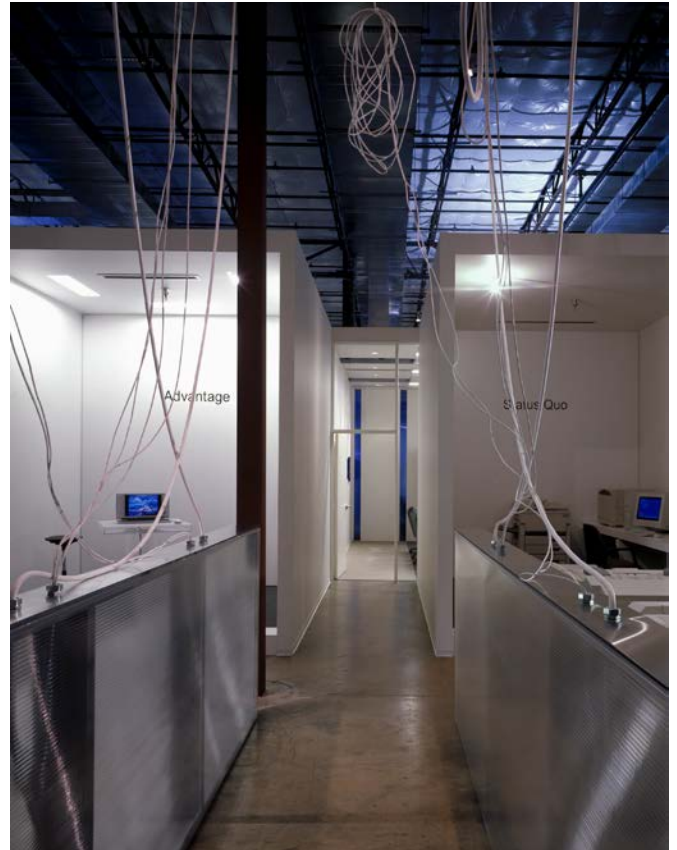
Acrylic panel/cable detail



Circular window detail showing iridescent acrylic panel



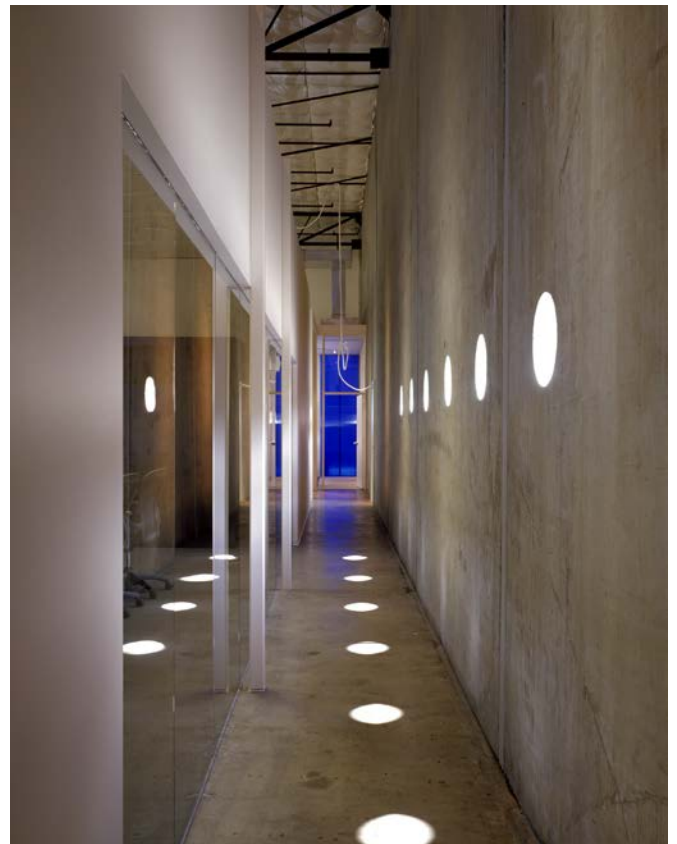
Interior night view of porch looking east



Interior daytime view of porch looking east



Reception with signature paper wall



Showroom with cables looking east



Detail of wall panel between production and reception



Production area looking north



Detail of iridescent acrylic windows at the production manager's office