

# Carpet Sweetens the Look



Not since "I Love Lucy" has there been so much fun in a candy factory. When confectioner Storck USA commissioned a new office that moved away from the hierarchical trappings of their existing space, Eastlake Studio delivered a delectable design.

of Storck USA



Steve Hal, Heitrich Blessing

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DIFFERENCE

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# CASE STUDY:

## Storck USA, Chicago, IL

corporate

German candy company August Storck recently celebrated its 100th anniversary, and the American headquarters was craving a look that reflected their vibrant corporate charisma. As manufacturers of such treats as Werther's Original and Riesen Chocolate Chew, the confectioner wanted its office to appeal to the same mature tastes as its consumers, but also provide an energetic workspace for its employees. The result was an unparalleled flight of the imagination.

The first order of business for designers at architecture firm Eastlake Studio was to soften the rustic feel of the company's large new River North loft at LaSalle Street in the heart of the Chicago business district. By

locating private offices at the building core, the entire workplace was able to enjoy natural light and scenic vistas down the Chicago River. However, the real excitement was to be seen inside.

To reference Storck's name, the design team infused unexpected bird imagery throughout the space. No detail was overlooked, from the winged canopies over the workstations to the pivoting screen of candy dispensers dividing the reception and meeting areas. Custom millwork in a combination of wood tones supplied a neutral background for the playful design. But underfoot was the "eye candy" that enlivened the open space.

With an eye-popping carpet of intersecting circle designs, a fantastic array of color, pattern and texture was used to invigorate the space. The company's products inspired the sophisticated color palette, consisting of cherry red, bright white and chocolate and caramel tones. The carpet was custom designed to mimic the egg-shaped ceiling panels and exterior windows, as well as to provide whimsical continuity and noise control in the industrial space.

Known for its superior color flexibility, Antron® Legacy nylon was the natural choice to attain the vivid color palette. "Since the carpet is the centerpiece of the design palette, complete color accuracy was critical," said Eastlake Studio Principal Tom Zurowski. "Antron® Legacy fiber enabled us to achieve the exact saturation of colors the Storck space required."

The sophisticated, yet enlightening design earned Eastlake Studio the 2003 Antron® Design Award Grand Prize – an annual competition honoring architects and designers for their creativity and originality in commercial interior design through the innovative use of carpet. The design and carpet selection was recognized for capturing the vibrant personality of Storck's leadership and supporting the energy of its employees.

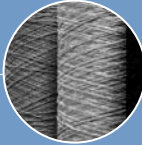
With new initiatives like the "Fun Committee," Storck workers have enthusiastically embraced their new surroundings. But the true sign of success for Eastlake Studio is seen upon the faces of Storck visitors. Upon seeing it for the first time, visitors have the same reaction to the design as one has upon eating a piece of Storck candy – a visible combination of surprise and delight.

"The Storck staff and guests are overjoyed with the new look of our headquarters," says Maike Height, Storck USA. "The design exemplifies the company's goal, to make life a little bit sweeter and a little bit happier!"

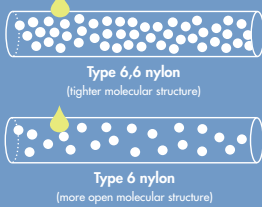
"Reds are often difficult to achieve in a carpet. Since we wanted the floor to be a springboard for the color palette, we were pleased to achieve the custom color in the carpet."

– Tom Zurowski, principal  
Eastlake Studio

### Performance



The alignment of the molecular chains in Antron® nylon creates a tighter molecular structure, making it tougher for stains to penetrate and increasing resistance to crushing and matting.



Type 6,6 nylon  
(tighter molecular structure)

Type 6 nylon  
(more open molecular structure)

### Color



Antron® Legacy nylon fiber offers the widest range of lusters, fiber sizes and dye levels available in the commercial market.

With the variety of Antron® Legacy fibers offered and the outstanding tufting technology available, the opportunity to meet creative needs is virtually limitless.

Antron® offers type 6,6 nylon for carpet because it simply performs better. Antron® is preferred by **2 out of 3** architects, designers, facility managers and owners. •

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