

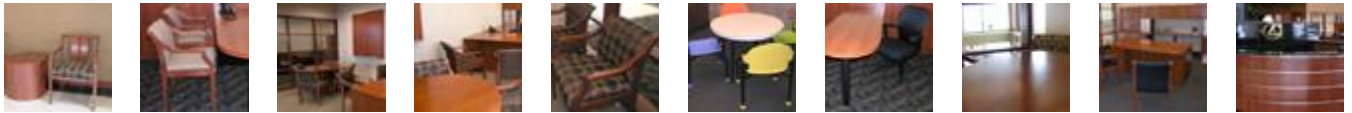
"OstermanCron was a valuable resource to the project. Beyond the outstanding furniture options, OC's product knowledge, consultation, and responsiveness were key to the projects success."

PROJECT GALLERY

Marcia Pohl
Designer
Stan Joseph, AIA, Architect

Performance Lexus Showroom

Auto Dealer



Visit the Performance Lexus Project Gallery at www.ostermancron.com to view larger photos

Objective:

When you think Lexus, you think luxury and elegance. And when you walk into the exquisite Performance Lexus showroom in Mason, OH, you won't be disappointed. From the baby grand piano, to the waterfall, to the custom chandeliers, every detail is perfectly orchestrated. The showroom is further enhanced with customer amenities that include a fitness room and movie theater.

You'll also feel the calm warmth from the rich wood tones used throughout the facility. "One of the key objectives in creating the Lexus showroom experience was to present a sophisticated and elegant setting, yet one that was inviting and warm," explained Marcia Pohl, designer at Stan Joseph, AIA, Architect. "Rich wood tones are used throughout the facility to create the warmth and image of excellence."

Project and Products:

OC delivered product and service in the following areas:

- 10 private offices of Kimball Priority and wood Footprint
- Kimball Office wood guest seating
- Kimball Office conference room tables, chairs, visual boards
- Task seating from VIA Seating
- Brightly colored children's area

Why the furniture worked:

Wood is the consistent thread that ties the showroom together and creates a warm, sophisticated look. When it came to finding a wood finish that matched the showroom standard—there was no room for compromise—it had to be the perfect match. The 20 standard wood finishes from Kimball did not present that perfect match so Kimball mixed and refined a custom finish that ultimately satisfied the discriminating tastes of the Lexus franchise.

Fabric choices were also important. An auto dealership's furnishings are vulnerable to significant wear-and-tear. So while the furniture had to be beautiful, it also had to withstand the daily barrage of abuse. OstermanCron was able to provide fabric choices that met the dual requirements of beauty and durability.

Why OstermanCron?:

In evaluating furniture vendors, the ability to precisely match the wood finishes to the showroom standards was absolutely critical. Kimball's rich legacy in wood and the company's responsiveness and flexibility in searching for the perfect wood match, made the difference.

OstermanCron also became an important contributor to the team. Beyond procuring the furniture, OC's deep product knowledge and guidance was instrumental in specifying the high-end, yet functional furnishings that integrate beautifully into the showroom.

Installation and Moving:

Wessels Workplace Services

Design: Stan Joseph, AIA,
Architect