



Selected Commercial Interiors



Jordan Parnass  
Digital Architecture

## Commercial Interiors

Jordan Parnass Digital Architecture (JPDA) designs unique work spaces tailored to the individual needs, desires and aspirations of our commercial clients.

Whether your company is expanding, relocating or just starting out, our designers can help ensure that your office environment is both beautiful and practical, a tailored fit that reflects your corporate identity while maximizing productivity and efficiency.

Our custom solutions focus on flexibility and adaptability, so that changes to the structure of your organization can quickly and easily be accommodated.

We offer a turnkey service, starting with initial walkthroughs of potential locations, and encompassing feasibility studies, lease negotiation, space planning, furniture coordination and construction administration.

Because we understand how disruptive the construction process can be, efficient project management helps clients to compress the build-out period and minimize costs.

Eco-friendly choices are seamlessly integrated throughout each phase, including material and finish selection, building systems design, construction sequencing, and in-house LEED administration. Sustainable and green materials help to create a healthier workplace and improve worker comfort and performance.

Our creative process begins before design and includes a thorough investigation of your company's working habits and long term requirements. Final solutions always emphasize life-cycle adaptability, user comfort, workability, and efficiency.

JPDA's award-winning portfolio and extensive background of local and international projects serves as a testament to our commitment to thoughtful design and efficient management, and to maximizing the return on investment for our clients.

Please contact us to find out how we can help create your ideal work environment.

## Contact

### **JPDA**

68 Jay Street, Suite 213  
Brooklyn, New York 11201 USA  
<http://www.jpda.net>

[info@jpda.net](mailto:info@jpda.net)  
+1 718 852 2650

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# Fusebox

A versatile office environment for a rapidly growing design firm.



As a new media company experiencing explosive growth, Fusebox required a comprehensive design solution for its offices in New York's Flatiron District.

By adopting a "total design" approach and focusing on flexibility, portability, and reusability, the client was given a blueprint for future growth and expansion – assuring the long-term viability of their investment.

Most of the elements can be re-configured for multiple uses, and can be packed up and shipped to new sites as the company expands.

Incorporating numerous purpose-designed elements, the offices serve as ultra functional workspaces as well as branded corporate identity showpieces, all created within a modest budget.



**Opposite:** Custom mobile workstations incorporate sliding divider panels for varying degrees of privacy.  
**Top:** A colorful translucent conference room wall allows light into interior workspaces.  
**Above:** The reception area features a floating reception desk and custom bent plywood touch screen display panels.

# PfizerKids Childcare Center

Child-friendly spaces exceed high-end corporate expectations.



PfizerKids Childcare, located at Pfizer's world head-quarters in New York, is intended to serve as a model for future in-house daycare facilities.

The open plan classroom is divided up into areas for children of different age groups. JPDA incorporated numerous amenities into the design, including built-in fish tanks, custom play structures, and flexible performance spaces.

Built in conjunction with an adjacent corporate TV studio, the project overcame numerous technical challenges to meet strict requirements for security, accessibility, safety, and complete acoustic isolation.

Connected to the building's main lobby and occupying the site of a former bank branch, the space required extensive alteration and modernization to meet strict institutional design, operational and regulatory criteria.



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Top: A children's media library doubles as a performance space.  
Above: The childcare center accommodates a variety of play areas and classrooms.

# Halperin Medical

Clinical meets comfort in a truly unique doctor's suite.



Located on the second floor of a pre-war Manhattan office building, the highly technical program required efficient space planning and inventive architectural gestures to achieve the client's desired office aesthetic.

Manipulated daylight, creative artificial lighting, and strategic color and material choices contributed to the overall feeling of comfort in a medical environment that could otherwise feel sterile and cold.

A centralized exam room layout allows the doctor to simultaneously manage patients, office and lab. The reception area makes extensive use of light woods, fabrics, and backlit acrylic panels to create warmth.



Top: Artificial skylights create the illusion of natural lighting.

Above: Soft materials and a warm color palette set a relaxed mood in the patient waiting room and reception area.

# American Apparel UK

A home away from home office space for a dynamic multi-national fashion retailer.



Incorporating a showroom and office space for retail, wholesale and internet operations, the London headquarters of American Apparel also does double duty as a landing pad for US-based staff traveling through Europe.

Reflecting much of the same architectural vocabulary that was developed for the retail store design, the offices feature vintage furniture and a casual, flexible work environment.

Numerous open countertop spaces and lounge areas provide adaptable work areas for employees and a convenient base for international visitors.



# Motion Picture Industry

A sunny loft in TriBeCa serves as the east coast office for a Hollywood company.



Los Angeles-based Motion Picture Industry Pension & Health Plans relocated multiple separate offices to Manhattan's TriBeCa neighborhood seeking an efficient, consolidated space.

Both the client and interior designer looked to JPDA to streamline the New York City permitting and construction process, delivering a high level of finish within the required budget and schedule.

As Executive Architect, JPDA provided full zoning & code review and consultation, coordinated all bidding and construction documents, and managed the construction phase, insuring the project was delivered on time and on budget to meet the client's tight schedule.



**Top:** A custom steel glazing system creates privacy for the break room while allowing light in.  
**Above:** The client wanted to create an airy, light-filled workplace for their NY staff.



## About JPDA

Jordan Parnass Digital Architecture (JPDA) is an interdisciplinary practice combining architecture, digital media, branding and experience design. Our projects draw on our core architectural strength, as well as our capacity for broad spectrum design integration.

The JPDA project portfolio includes award winning commercial, residential, retail and brand experience projects, which vary in size from a few thousand, up to hundreds of thousands of square feet. Since the firm's inception in 1997, JPDA has produced over one hundred and fifty projects world-wide from our offices in New York, London and Shanghai.

As a design-driven firm, our goal in accepting projects is to produce work of the highest quality, with every project individually managed to fit each client's needs and requirements.

Leveraging computer visualization, digital design, and web-based interactive technologies, we are particularly adept at transforming prosaic materials and programs into engaging and interactive environments, and always focus on maximizing the impact of every dollar spent on construction.

All of our projects are unique solutions, regardless of program or scale. Nevertheless, our low overhead and technological edge allows us to devote significantly more time to design than would be possible in a typical firm, while still delivering dedicated service and very competitive pricing.

Our experience and flexibility ensures that regardless of budget, every project is designed for maximum return on investment, incorporating superior efficiency, economy, and aesthetic beauty.

## Services

### Architectural Design

- Envelope and Facade
- Interior Design
- Furniture Selection
- Landscape Design
- Campus Masterplanning

### Retail Design

- Fixture Design
- Prototyping
- POS/POP Displays
- Visual Merchandising
- Window Displays

### Interactive Media

- Web & E-Commerce Design
- Interface Design
- Information Architecture
- Online Experience Design
- Technology Integration

### Strategic Planning

- Market Analysis
- Site Selection
- Walkthroughs
- Zoning Analysis
- Feasibility Studies

### Architectural Branding

- Architectural Brand Analysis
- Brand Guidelines Creation
- Materials Palette Design
- Graphics and Identity Design
- Brand Guardianship

### Brand Development

- Brand Identity
- Brand Vocabulary
- Tone of Voice
- Positioning
- Extension Opportunities

### Experience Design

- Customer Engagement
- Event Architecture
- Staffing Criteria
- Customer Journey
- Event Programming

### Project Management

- Lease Negotiation
- Permitting and Approvals
- Construction Administration
- Rollout Management



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