

# DESIGNERSWEST

PUBLIC, CORPORATE & RESIDENTIAL SPACES



## Apple Computer

*U.S. Sales/Marketing Headquarters  
designed by STUDIOS Architecture*



MAKING APPLE SHINE

# High-Image, High-Tech Facilities

Interior Design by STUDIOS Architecture

*Throughout the years since two baby-boom wizards founded Apple Computer, Inc., the company kept its young, fresh, creative image as it metamorphosed into a sophisticated international corporation. The various divisions at Apple's headquarters in Cupertino, California are designed to maintain that image. The same fresh, creative approach to design guarantees the flexibility required by facilities that constantly change and expand with the rapid developments in the computer industry.*

*The interiors of two office buildings were designed for Apple recently by STUDIOS Architecture. Certain public*

*areas were conceived to communicate the company's hip, informal style to international visitors, who are hosted in one of the buildings, and to important clients who attend presentations in the other. The San Francisco-based STUDIOS Architecture, with offices in Washington, D.C. and London, specializes in architecture and interior architecture for large, corporate and hospitality projects. The firm recently completed the interior architecture for the Norwest Bank in Minneapolis in association with architect Cesar Pelli and is currently designing offices in London for Morgan Stanley International.*



## Apple U.S. Sales and Marketing Headquarters

Erik Sueberkrop, AIA, Principal; David Sabalvaro, AIA, Studio Director  
Design Team: **Kieran Boughan**, Mildred Lee, Greg Mantz, JoAnne Powell  
Roger Buckhout, Manager of Architecture and Design, Apple Computer, Inc.

Photography by Christopher Irion





APPLE'S UNITED STATES SALES AND Marketing staff is housed on the four floors of a 140,000-square-foot facility in Cupertino. The program included an executive briefing center, used for presentations to prospective and existing Apple clients, and an employee cafeteria. A primary challenge was to bring natural light into work areas, and give the facility a fresh, airy feeling to complement the informal business style of the Sales and Marketing staff. The STUDIOS design team met these objectives while working within the strict parameters of a \$35-per-square foot budget.

The headquarters combines 500 Herman Miller Ethospace open-plan workstations — one of the largest such installations in California—with a small number of enclosed offices and conference rooms. The varying heights of the workstation panels allow natural light to flood the work areas. "Working to unite a single division on four floors of a building that is fractured into two lobes, we decided to knit it back together again by establishing a very defined pedestrian path, or 'street'; along two right-angled spines" Erik Sueberkrop, principal in charge of the project, explains. "The paths are an orientation device, and also define a sort of gentle barrier between office zones, allowing people to percolate through but also establishing boundaries. The paths have uplights, a softer image, while in the offices offered downlights establish a work image."

An internal, two-story open space with a staircase, it has a lobby and two conference rooms on each floor. The reception and elevator lobby are located further along the building's east/west spine. "The plan allows the building to have a structure which remains flexible -- Apple changes the program frequently, adding offices and taking them away," notes the designer.

A central meeting place for the entire sales and marketing staff is the cafeteria. It was designed to be a fun place to eat. Its low-cost lighting fixtures are made of sewer pipe joined by metal connections; inexpensive materials yield a polished, theatrical effect. This solution, Sueberkrop points out, exemplifies Apple's ideology: "The company's look is elegant but not opulent. The idea is to be very functional, well-conceived and well-designed, but not frivolous. The environment speaks to the company's high creativity."

"As the company matures, these facilities are the first that 'dress Apple in corporate clothes,'" says Roger Buckhout,

#### **Presentation Room** *top*

Carpet: Karastan  
Ceiling: Alcan  
Lighting: Edison Price  
Cabinets: Limited Production Inc.  
Wallcovering: Maharam  
Horseshoe table: custom by STUDIOS. fabricated by Limited Production Inc.  
Chairs: Stendig; Leather. Spinneybeck

#### **Corridor and Lounge** *page 2*

Floor: Fritz Tile, Tarkett Wood Flooring  
Lighting: custom by STUDIOS  
Glass: Cobbledick+Kibbe  
Armchairs: Atelier International  
Leather: Spinneybeck  
Walls: Zolatone  
Sconces: Interlumen  
Recessed lighting: Lightolier

#### **Conference Room** *above*

Carpet: Karastan  
Walls: Zolatone  
Lighting: Atelier International. Lazin. Lightolier  
Table: custom by STUDIOS.  
fabricated by Limited Production Inc.  
Chairs: Vitra Wallcovering, far wall: Xorel

#### **Classroom Demonstration Center** *page 3*

Desks: custom by STUDIOS.  
fabricated by Limited Production Inc.  
Computers: Apple Computer, Inc.  
Walls: Limited Production Inc.  
Lighting: Lightolier  
Chairs: Herman Miller  
Ceiling: DesignTex fabric on acoustical panels





Apple's manager of architecture and design, who worked closely with STUDIOS. "We've avoided adopting a standard look. The company places a high value on design, and by representing the designers to the end users I make sure that design is embraced as an integral part of the program for any Apple facility."

A second center of activity in the building is the Client Presentation Center, where major accounts are greeted and the products explained to them. Adjacent to the lobby, marked by an arch pierced by an oculus, are conference, presentation and demonstration rooms. One room designed

to demonstrate "the classroom of the future" features interconnected desks hung on a cableway on the wall and linked to the teacher's desk/podium. The all-white space highlights the product—computers with jewel-like, glowing screens—and colorful chairs represent the students who use it. All of the futuristic, white product demonstration spaces are warmed by wood floors. Numerous conference rooms have different features and audio-visual capabilities, depending on their uses. Sueberkrop notes that "each space is doing what it has to do, but we have tied them together with the wood floor and the flow of traffic." ■

**"The environment speaks to the company's high creativity."**

#### **Lobby with Staircase** page 4

Carpet: Karastan  
Paint: Fuller O'Brien  
Sconces: Interlumen  
Chairs, sofas: Brunati  
Fabric: Jack Lenor Larsen

#### **Cafeteria** above and previous page

Chairs, sofas: Brunati  
Fabric: Jack Lenor Larsen  
Carpet: Karastan  
Ceiling lattice: custom by STUDIOS, fabricated by Roto-lock  
Lighting (ceiling): Lite Lab Sconces: Interlumen  
Tables: Johnson Industries  
Chairs: Knoll International  
Serving units: designed by STUDIOS, fabricated by Berlin Food Service  
Floor: Fritz Tile