

## BURTON SNOWBOARDS

Where: Irvine, California

Architect: Ware Malcomb

Dealer: Vertex Business Interiors

Featured Product: Contrada® Raw



“Not only was the project completed in a very short time, the result is a unique design, Now we are moving things around and finding new ways to use the flexibility of the product. It is working out great for us. We are pleased.”

– DENISE OSELINSKY, BURTON'S WEST COAST OPERATIONS MANAGER

## Bold, Innovative, Flexible = Contrada Raw

The Task: A showroom along with a high-tech space to house 4 departments. The Timeline: 3-4 weeks. The Team: Ware Malcome and Trendway.

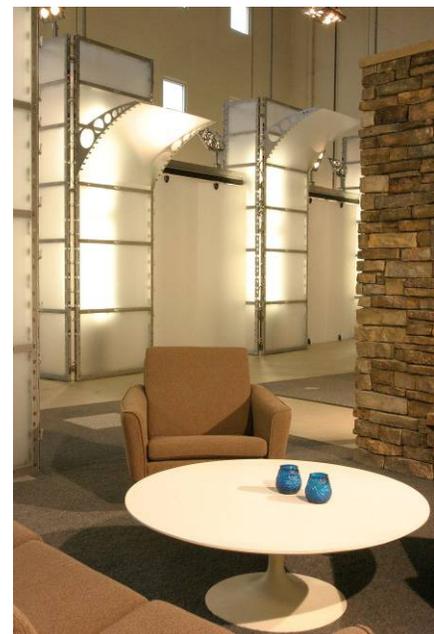
Burton Snowboards' west coast operations needed an innovative, high-tech space to house four departments in a two-story, 15M square foot space in Irvine, CA. The challenge faced by the architecture and design firm of Ware Malcomb was to do it on a budget and be finished and up and running in three to four weeks.

The space had to include: 1. a wholesale, product showroom for dealers, press conferences, and hospitality events; 2. a street wear design center for "Analog" and other brands; 3. administrative and regional marketing staff offices, a warehouse and staff break space; 4. a space for their California sales agency.

The architects came back with a bold showroom concept utilizing modular vertical metal towers that would provide flexible space for meetings, presentations and events, and would also extend into the office and design areas. Initially, the architecture firm decided to use a Swiss company to fabricate the towers. It was soon discovered that this would take too long and cost too much.

“We had seen a similar product called Contrada Raw in a Trendway catalog, so I called the Trendway area rep.”

- PROJECT DESIGNER SHAWNA BONG, WARE MALCOME





Bold.  
Innovative.  
Flexible.

Trendway understood the need immediately and put together a two-phase plan to meet Burton Snowboard's needs. The first phase focused on office workstations because they were needed immediately. Phase two was the showroom space, which required a lot of custom work combining the flexible structure of Contrada Raw with other materials.

Workstations were constructed using a combination of the Contrada Raw System, cork board, and custom light translucent plex. The twelve foot high towers were created using multiple 4' x 2' x 4' Raw frame sections covered with translucent plex panels illuminated with fluorescent light in the core. The towers were connected with Contrada beams and topped with custom spot lights. The towers have pivot doors for aesthetic separating of the space.

“Now we are moving things around and finding new ways to use the flexibility of the product.”

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