



Architectural Woodwork Institute

design solutions

Winter 2019 | \$6.25

Computing Center

Hospital Tower

Jewelry Store

Distillery





A True
Jewel.

Historical San Francisco Jewelry Store Gets Updated Look.



Many of Shreve's spectacular pieces were used by presidents, business tycoons and establishment families, and those same pieces now belong in museums and private collections around the world. By 1906 Shreve had moved from Market Street to a brand new, 11-story building at the corner of Post and Grant. A month later, the great earthquake hit the city and the Shreve building was one of the only still standing.

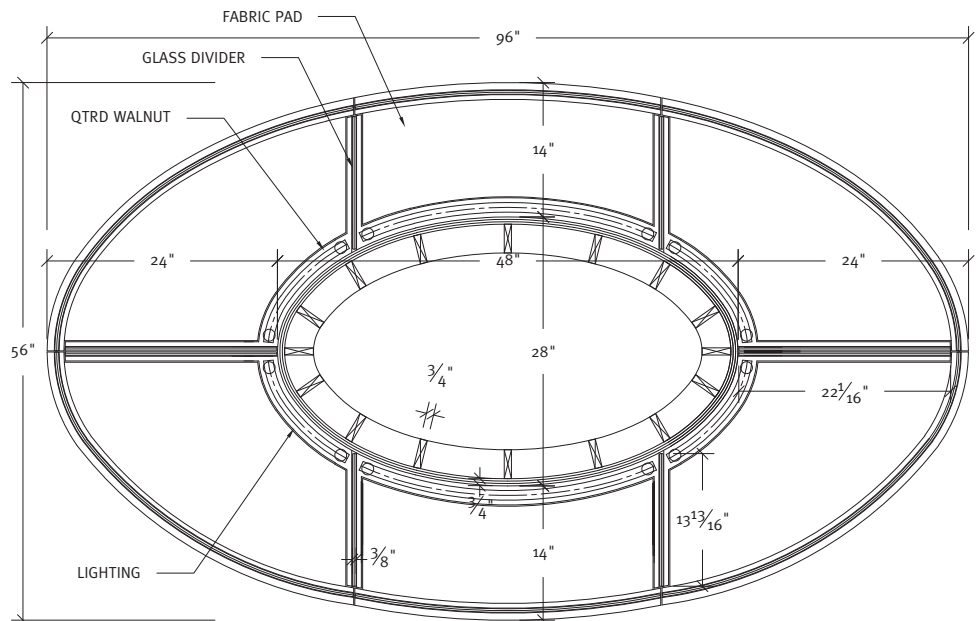
The building was built of modern reinforced concrete construction and survived completely intact except for the interior which had to be rebuilt. When the restoration on the store was completed, business returned to normal and the interior showroom was the magnificent pantheon to jewelry that it would remain until 2015.

Due to an unforeseen relocation store owners wanted to upgrade the 110-year-old showroom in a new space and modernize the store and its image. "A variety of different styles and construction of display cases needed to be unified in design as well as functionality," says Shreve's Diane Adams.

Gold Team

Lochte Architectural Group, Sacramento, California was engaged to create a more homogeneous space in the new 13,000 square foot Union Square store. Architectural woodwork for the project was fabricated by Bernhard Woodwork Ltd., an AWI member firm located in Northbrook, Illinois. The \$7.5 million project took one and half years to complete.

"Accommodating multiple exclusive watch boutiques with their own personal identities yet maintaining overall Shreve aesthetic for the entire space was our primary design objective," explains Stephen Lochte. Two levels of retail sales were created to encourage multi-level shopping for customers, along with product category displays.



○ PLAN SECTION
@ Oval Show Case

at a glance

AWI MANUFACTURING MEMBER:

Bernhard Woodwork Ltd.

LOCATION:

Northbrook, Illinois

ESTABLISHED:

1965

Licensed QCP Company

“ We are a premier architectural woodworking firm that has always maintained a level of prestige and confidence as we grow our business, and serve long-time and future clients. ”

– Brian D. Lowry,
Project Manager

“We created a spectacular and enticing staircase located at the entrance, visible from the store front and entry way, encouraging customers to continue shopping upstairs, while the ground floor was dedicated to premium watch brands,” he explains. “Prominent displays of jewelry were located near the stairs so that upon entry a customer was aware that Shreve sold premium watches and jewelry.”

Woodwork elements produced for the retail space, reports Brian Lowry of Bernhard Woodwork, included all lighted / lockable glass showcases using Häfele Dialock RFD locking system; stand alone and wall vitrines including custom metal surrounds; curved laminated glass expedited for short schedule; perimeter woodwork including soffit canopies; radius wall panels at stair; stair cladding with a combination of curved woodwork base unit, wall vitrines encapsulated with a monolithic metal sculpture and two-story tower; and mirrored column surrounds with metal accent trim and lighted displays.





24-Carat Look

There was a significant use of plain sliced Walnut on the first floor, antique bronze and crema marfil marble, reports Lochte. “Those materials were a reference to the historical past of Shreve but were presented in a modern context reflective of their new younger customer and product selection.” Quartered figured Anigre was used on the second floor jewelry areas for a more feminine feel.

An unusual requirement was to provide a special VIP area as well a multi-function space for special events in the store. “One of the design challenges was that the store is in a historical building, and the exterior store front could not be personalized to present the Shreve image,” notes Lochte. “The interior of the store including the dramatic staircase was made highly visible from the street to express the Shreve brand image.”



ANIGRE

“Design of the wood elements in the space including building doors and coordinating the construction of the space to fit our woodwork was challenging,” says Lowry. “Especially difficult were showcases including electrical components, glass, metal trim which were handed to Bernhard Woodwork to engineer and develop. We also helped design wall support for the cantilever soffit overhangs.”


The glass showcases throughout with curved glass, electronic locking function with metal accent trim was a challenge with limited space in the cases due to clean details specified, he adds.

“The metal/wood elevations with lighted and locking vitrines were interesting as they were sleek in design with many components to incorporate. The monolithic art sculpture at the entry was designed to knock down and reassemble with minimum exposed fasteners to be secured to the curved wood base unit with internal metal bracing at the floor and connect to the top bracing in the ceiling as well. No elevator access was provided in the space so all materials had to be small enough to get on a scissor lift to hoist onto the second floor.”

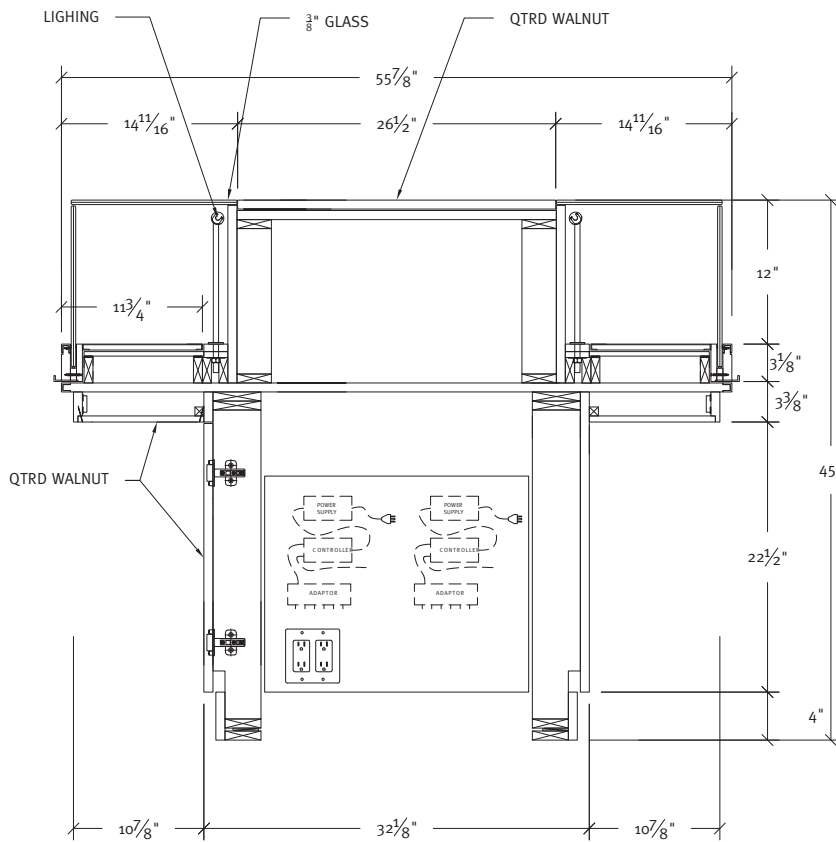
The most difficult part of the project believes Adams was the stair and curved cases associated with the entry. “The area was not ready to field dimension in time and so much coordination between trades and materials was required. Coordination with vendors was also critical.”

Timeless Team

“Bernhard Woodwork supplied the finest quality work in an extremely compressed timeframe by expediting long lead time materials including metal, curved glass, electronic locking systems and lighting. They used engineering and research of innovative new technologies to create a modern, cutting-edge space,” summarizes Adams.

The Lochte Architectural Group team was instrumental and unwavering in maintaining the design intent and finish material specifications, and the results are exceptional, says Lowry. Lochte agrees, noting that the architects and woodworking team worked hand in hand on all the complex requirements of the project. 





SECTION
@ Oval Show Case

PROJECT:
Shreve & Company Retail Space
San Francisco, CA

PROJECT OWNER:
Schiffman Company
San Francisco, CA

WOODWORKER:
Bernhard Woodwork Ltd.
Northbrook, IL

ARCHITECT:
Lochte Architectural Group
Sacramento, CA

GENERAL CONTRACTOR:
Crane Construction
Peoria, AZ

PHOTOGRAPHER:
Drew Altizer
San Francisco, CA

AWI SUPPLIER MEMBERS:
Häfele America Co.
Crown Veneer