

Hotels

Retail Store

School



Architectural Woodwork Institute

design solutions

Winter 2014 | \$6.25



The unique suspended staircase appears to float in mid-air.





Finding The Way.

Retail Store Navigates Elegant Design
for High-Tech Products.

as a leading worldwide provider of GPS navigation, Garmin is committed to making superior products for automotive, aviation, marine, outdoor and fitness markets that are an essential part of customers' lives. The company's business model keeps all design, manufacturing, marketing and warehouse processes in-house, providing more control over timelines, quality and service. Garmin's user-friendly products are not only sought after for their compelling design and value, but also for their innovative features.



at a glance

AWI MANUFACTURING MEMBER:

Imperial Woodworking Company

LOCATION:

Palatine, Illinois

ESTABLISHED:

50 years

FACILITY:

71,000 square feet

With more than 9,200 associates in 35 offices worldwide, the company's Chicago, Illinois, location is the one retail flagship store intended to represent the innovative nature of the company. Here you will find all of Garmin's most popular navigation devices coupled with exceptional customer service, hands-on product demonstrations, interactive kiosks and in-depth product training and seminars. It's high-tech. It's interactive. And it's a unique shopping experience.

When it was time to plan and design the Garmin Store, the architectural firm Valerio DeWalt Train Associates, Chicago, was commissioned to handle the project. Imperial Woodworking Company, an AWI member firm located in Palatine, Illinois, was brought onboard to manufacture and install the architectural woodwork for the store.

Design Navigation

"Most of our products are designed to be used out-of-doors," says David Tierney-Kanning of Garmin. "One of the key objectives for this project was to create an outdoor essence in the interior of the store. That, in conjunction with the highly technical nature of our products, drove a desire to incorporate a technical feel as well."

The work included the gutting and renovation of three floors of a 1930s-era building on Michigan Avenue. The store occupies the ground and second floor while the third floor is support space.

"Garmin devices are designed to make our world and your place in it more understandable. The design needed to express this relationship between the natural world and the Garmin instruments," explains architect Joe Valerio.



AFRORMOSIA

- ◀ The overall look of the retail space is both high-end and high-tech.



A view of the elegant Afrormosia wave wall that runs the length of the store.

“The intent of the design was to create a continuous two-story-high wood wall which defined the edges of the interior space. This undulating surface is ambiguous; it is natural; it is biomorphic, man-made, and implicitly mysterious. It is a symbol for our world and the Garmin instruments.”

A Wave Of Wood

The complex curvature of the wall paneling curving in multiple directions at one time is definitely the most noteworthy aspect of the project, points out Jim Hutchinson of Imperial Woodworking. “It is something you have to see to believe.”

The paneling is made of quartered, figured Afrormosia veneer and the matching was a horizontal slip match with a vertical slip up.

Tierney-Kanning reports that the wave wall on the north end of the store is by far the most noteworthy aspect of the project. “It is significant because it has become a signature element of our flagship store, eliciting comments from our European offices as well as our customers. The natural finish and organic form was created to mimic the feel of keyhole

canyons in nature – and succeeded in creating a dramatic vertical feature that greatly expanded the feeling of open outdoor space.”

“The effort and intricacy that was demonstrated by Imperial was impressive. From the initial concept designs provided by Valerio, to the CAD drawings and the subsequent engineering required to pull it off was truly an impressive feat,” he continues. “The install was equally impressive as each piece had to fit perfectly to realize the final effect.”

Imperial provided technical assistance by completing a three-dimensional model of the veneer paneling for coordination with the cantilevered stairwell and display elements, notes Hutchinson.

Garmin’s major concerns for the overall look of the store, adds Tierney-Kanning, were color, texture and utilizing a unique wood.

In addition to the 28-foot-high topographical sculpture of undulating veneer, Imperial Woodworking pro-

“In addition to our quality craftsmanship and on-time delivery, we provide personalized service from our team of experienced and responsible professionals. We pride ourselves in meeting even the most difficult construction schedule without sacrificing the demand for quality and performance.”

-- Frank Huschitt III, President



Quality Without Compromise

50
YEARS
1963-2013

Since our beginning in 1963, we have worked tirelessly to earn our reputation for quality, service and dependability. These founding principles have helped us succeed in creating prestigious architectural woodwork projects on a global scale. If you have a unique challenge, a tight deadline, or simply a vision you would like to bring to fruition, Imperial is ready to meet and exceed your expectations.



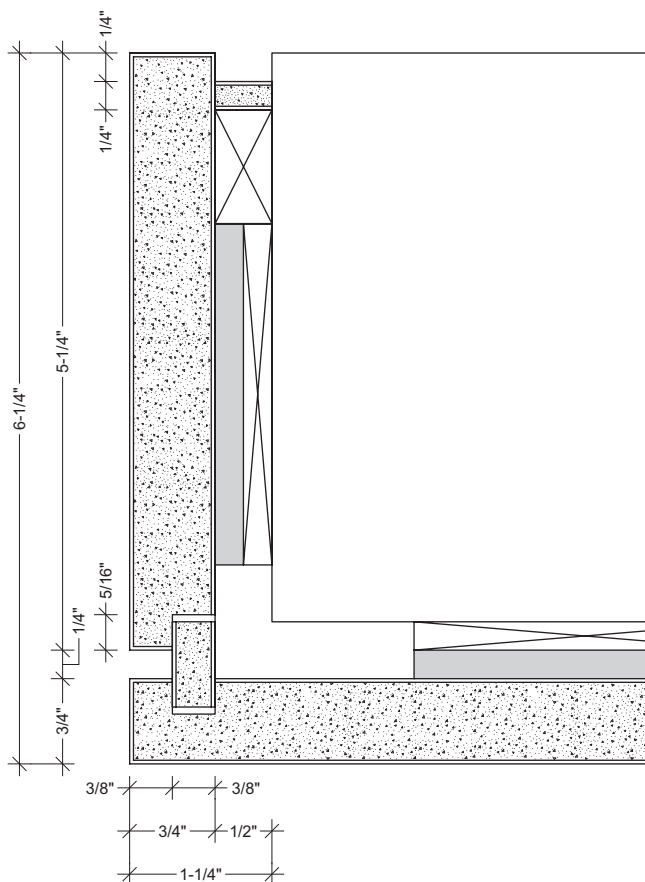
IMPERIAL
WOODWORKING COMPANY

vided a conference table, desks and trim for the project.

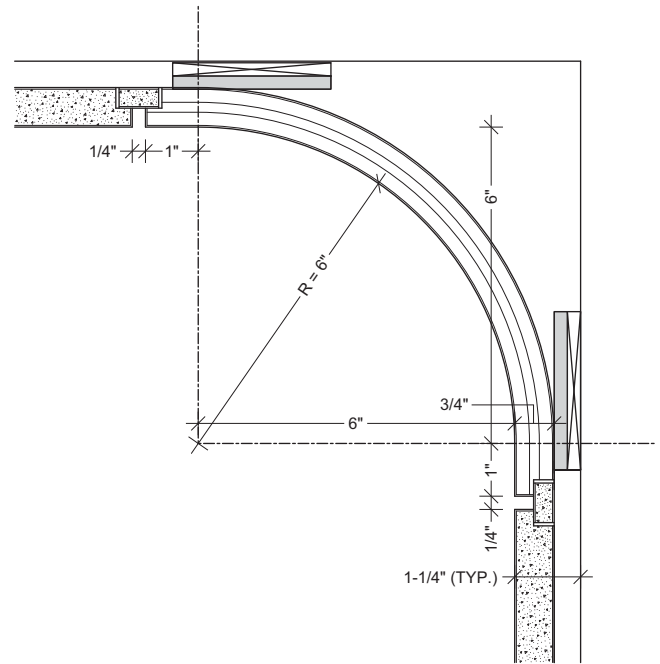
Another outstanding feature of the store is a unique suspended staircase that appears to float in mid-air. Imperial was able to engineer the wood wall to obscure the support along the wall behind the wood covering.

Team Guidance

It was wonderful to work with Imperial Woodworking, recalls Tierney-Kanning. "They provided special assistance in the extreme effort they put forth to ensure our project was a success. We pulled off the entire build in less than nine months to open before the holidays, a key selling season for us. If not for their extra effort, the project would not have succeeded."



PLAN SECTION DETAIL
Second Floor East



PLAN SECTION DETAIL
@ Curved Transition

Hutchinson notes that project scheduling was accelerated with the use of a floor template that defined the shape of the feature wall at the floor allowing the rock garden and terrazzo flooring to be completed accurately in advance of the paneling installation.

"The success of the project rested completely on Imperial's ability to remotely fabricate and install the two-story-high wood surface with a perimeter length of 240 feet," says Valerio. "They began in the north-west corner of the space, installing four-foot wide panels in a clockwise direction. The entire team was present for the installation of the last section two weeks later, and it fit perfectly!" 🏠

PROJECT:
Garmin Flagship Store
Chicago, IL

PROJECT OWNER:
Garmin, Inc.
Chicago, IL

WOODWORKER:
Imperial Woodworking Company
Palatine, IL

ARCHITECT:
Valerio Dewalt Train Associates
Chicago, IL

GENERAL CONTRACTOR:
Turner Construction
Chicago, IL

PHOTOGRAPHER:
Steve Hall/Hedrich Blessing
Chicago, IL