

shea

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Chambers Photography © Stuart Lorenz

chambers

the boutique

art hotel

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Chambers Hotel, the first boutique "art hotel" in downtown Minneapolis, opened to the public on September 10, 2006. The hotel features over 200 pieces of original art collected by developer Ralph Burnet and a restaurant concept developed by international restaurateur Jean-Georges Vongerichten. The hotel's design is the result of a collaboration between Burnet, Shea and Rockwell Group.

Shea got involved with the property development in its very early planning stages in 2001, assisting with overall concept development for the historic building at the corner of Hennepin Avenue and 9th Street in Minneapolis. Concepts included initial design ideas for a boutique hotel with several dining and lounge options. Shea also created high-impact marketing materials highlighting these concepts that were used as sales tools aimed at prospective investors. As investors were secured, an adjacent building was purchased and the project involved linking the two buildings and designing a central courtyard space.

Shea served as the architects for the redevelopment which includes a hotel with 60 rooms, banquet space, an art gallery, a first floor lounge, lower level restaurant, rooftop lounge and expansive outdoor courtyard.

Shea's involvement included architecture, interiors and furniture selection, interior and exterior signage design, as well as design of Grand Opening invitations, gifts and supporting marketing materials.



Chambers Photography © Stuart Lorenz



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901 Hennepin Ave
Minneapolis, MN 55403

For nearly a year, Cori Kuechenmeister was dedicated to the Chambers Hotel project as lead interior designer for Shea.



Chambers Photography © Stuart Lorenz

"To work on a project like this was a thrill for me. As a designer, I got to work on a really fun project while learning at the same time. I spent a great deal of time with Ralph Burnet, learning about his vision and the way he thinks and does business. And his incredible art collection was always at the heart of the design process which gave me a whole new way of thinking. The clean, minimalist feel was not easy to achieve! Variations on the color white can be very broad and a huge challenge for me was to specify white materials that all worked well together from the flooring and the paint to leather and fabrics. Sometimes materials would take on a blue or yellow cast when placed in certain lighting situations. It was imperative that everything worked together."

"Lighting was a huge factor in the entire project. Hervé Descottes of L'Observatoire International was the lighting designer and together we tested a lot of unique applications that had never been tried before. On opening night, the entire project team was amazed at how much the lighting transformed the place and really set a sophisticated tone."



Interior Designer
Cori Kuechenmeister



Shea designed cheeky Grand Opening invitations with the tagline, "Stay out of trouble. Stay at Chambers." Party gifts included authentic engraved Smith & Wesson handcuffs wrapped in police tape.



Chambers Photography © Stuart Lorenz

"Collaborating with Rockwell was also an interesting process. I worked with their designers out of New York on a daily basis, but never got the chance to meet them in person. Together, we came up with some great concepts and as the local designer, I had to take these concepts and make them a reality. I spent a lot of time in the field sourcing the right materials and a lot of time in the space making sure the applications were absolutely perfect. I think in the end, it all turned out great. The space is pretty amazing."

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Hennepin Avenue Bounces Back

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In recent years, downtown's Hennepin Avenue has suffered the closing of several prominent businesses including TGI Friday's, Copeland's, Goodfellows, Olive Garden and Café di Napoli. A resurgence is on the way, however, with hot concepts filling in the vacancies.

Shea is working with Fogo de Chao, a Brazilian steakhouse concept with nine locations worldwide, and construction has begun on the former Copeland's space in City Center. R. Norman's, a new two-story restaurant and club is slated for the Stimson Building, home to the Pantages Theater on Hennepin and 7th St.



Fogo de Chao



R. Norman's



Shea's relationship with Macy's Foods began over 10 years ago under the Dayton's/Marshall Field's brand. During that time, Shea helped to create and execute a wide range of foodservice brands and concepts. Shea's designs have included menus, packaging and merchandising, as well as foodservice kiosks and restaurants in stores.



Shea concepts have included Mixed Greens, Lakeshore Grill, Macy's Taste Bar, Fruigurt, and multiple Marketplace and Cellar concepts.

Because of the wide range of successful projects, the Shea/Macy's relationship continues to grow in new and exciting directions. Shea is currently working on package designs for Macy's national proprietary coffee program. Shea has also been involved with creation of brand elements for Macy's Culinary Council, an advisory group that includes fifteen of the world's most prominent chefs who share tips, techniques and the latest trends in kitchen essentials. Macy's features year-round personal appearances, book signings, cooking classes and creative recipes from the Council.

Shea designed a state-of-the-art culinary studio at Macy's State Street store in Chicago where chefs can hold cooking demonstrations with a live video feed sent to monitors placed throughout the entire store. Shea's work also includes design concepts for Macy's Culinary Council chefs including Rick Bayless (Frontera Fresco) and Takashi Yagihashi (Noodles & Sushi) and Cat Cora.

Office Redesigns Spark Activity

Shea's experience with corporate office properties ranges from major remodels of buildings to minor refresh of signage and interior public spaces. Shea also has 30 years of experience working with tenants, giving us a solid understanding of their needs and desires, ensuring that our building designs are not only fresh, but relevant.

By combining our strengths in architecture, interior design and marketing communications, we have helped many clients add value to their properties through thoughtful solutions.

Our designs get noticed and create marketplace awareness of our client's properties. Our clients see reduced tenant turnover, higher occupancies and quicker sales.

Our clients see reduced tenant turnover, higher occupancies and quicker sales.

CAMPBELL
MITHUN
TOWER



Campbell Mithun Tower was built in the mid 1980's as a major office building on the edge of the downtown business core. Over the last few years, the building has gone through an ownership change and a name change, and in early 2006, there had been little lease activity in nearly three years. These hurdles made it ripe for a repositioning in the Minneapolis market.

Shea worked with Principal Financial, the ownership, and United Properties, the property management, on a repositioning plan for the property that highlights activity, interaction, communication and openness.

Shea began by refreshing their logo and used it in new marketing materials (brochures, mailers, Web site) and new signage for the building. The plan for the interior remodel (which is currently in progress) includes all new leases for the skyway-level retail area, creation of interactive public spaces, development of a new management and conference center, and renovated multi-tenant floors. The entire design is focused on an increased level of energy and uses unique materials and lighting that differentiate it from other properties. And, for the first time in years, the lease activity is hitting a high note with several new leases upon partial completion of the renovation. The remodeling is scheduled to be complete by second quarter, 2007.



In 2004, Shea worked with Ryan Companies to help them update 7500 Flying Cloud Drive, an office building Ryan developed for Best Buy 20 years ago. The building was anchored by Best Buy's real estate division until they relocated to the company's headquarters in 2002, leaving behind a great deal of vacant space. The 10-story, 200,000 square foot building was in need of a refresh in order to compete for tenants in the rapidly expanding business district of Eden Prairie, Minn.

Shea developed a new logo that was applied to the exterior signage, giving the building a stronger position that differentiated it from the other office complexes in the area. Shea also applied the logo to new directories and tenant signage within the building. In addition, Shea updated the public spaces with furniture and finishes that helped to modernize the space.

The Twin Cities Business Journal reported that since the updates, Ryan Companies leased all but 13,000 square feet of the building, which subsequently led them to place the building on the market this past summer. In October, Ryan sold the building to Connecticut-based Cornerstone Real Estate Advisors. Terms were not disclosed, but according to property tax records, the taxable value of the property is about \$16 million.



Metropoint

In one of the area's largest commercial real estate transactions in 2006, BPG Properties of Philadelphia purchased the former Interchange office complex, on I-394 in Minneapolis. During the final closing, BPG hired Shea to reposition the property and begin design plans for renovation of five existing buildings that include almost 940,000 square feet of office space. The planning also included reviewing potential additional development opportunities for the 20-acre property.

With a goal of reintroducing the complex to the market and increasing its leasing activity, Shea renamed the property as Metropoint, The Center for Business, and created a plan that will position the complex as a more unified corporate campus with amenities that are more typical of urban office buildings, including retail, cafés, full fitness facilities, and flexible conference spaces.

Shea's plans include new exterior concepts for each building, a new layout of the drive lanes, overall landscaping with new public areas and paths, renovation of the interiors, and a renewed focus on top-of-the-line business-oriented amenities. The construction is currently underway with phased openings through late 2007.



BPG Properties recently purchased a two-building complex in the heart of Clayton, Missouri, known as the hub of business activity for residents of St. Louis. Shea was engaged during the purchase process to assess the 1960's/early 1970's buildings and to create a renovation plan that would update the property to meet the needs of its current and potential tenants. Shea also assessed the overall property for additional growth and development opportunities.

Plans include a renovation of all exterior entrances and public spaces in an effort to unify the buildings and create quality impressions for tenants and guests. For the interiors, the design highlights the existing natural marble found in the majority of the property's spaces. The marble is complemented with dramatic lighting, rich woods and carpet that help to enhance the space and soften current common areas. The renovation plan is currently under construction for completion in 2007.



We want to assist you with your challenges and find solutions that will affect your bottom line.

Introducing Shea's Spark Report.

For very little initial cost, our design experts will meet with you and assess your property from a design and marketing perspective. We follow up with a full report of recommendations that can be implemented immediately or over the course of time. Our creative solutions have helped owners and managers add value to their properties by improving marketplace awareness, leading to increased occupancy, reductions in turnover and rapid sales. Our team can audit and assess any property from office to retail to mixed-use.



Contact Tanya Spaulding or Andy McDermott at 612-339-2257 or info@shealink.com for more information.

Chang Bang

Chang Bang, a full-service pan Asian restaurant, opened in December in the Midtown Global Market in Minneapolis. Shea designed the restaurant in partnership with owner Chang Vang.

Chang Bang is a vibrant 3,300 square foot space with a contemporary design that includes bold graphic murals, punches of bright color, custom art-glass lighting and a dramatic theater kitchen. The restaurant features Chinese, Thai and Vietnamese specialties, including fresh-made sushi and fire-and-wok stir fry. Chang Bang is open daily for cafeteria-style lunch and table-service dinner and they offer a full bar.

Chang Bang is one of two full service restaurants in the Midtown Global Market, the 57,000 square foot world bazaar in Minneapolis, featuring nearly 60 independently-run food and retail stalls. Vang, who also owns Yummy Chang restaurant on Nicollet Avenue, was an early supporter of the Midtown Exchange project, the massive redevelopment of the former Sears building on Lake Street and Chicago Avenue in Minneapolis, and he has been working on design with Shea since signing his lease for one of the anchor locations in the market.

Shea was involved in the early planning stages of the Midtown Exchange redevelopment and provided marketing consultation and design in partnership with the developer. Their involvement extended to architectural design of the entire Global Market. The unveiling of Chang Bang as the final anchor restaurant rounds out the development and adds even more excitement to the already bustling market.

Chang Bang
Midtown Global Market
in the Midtown Exchange
920 Lake Street, Suite 101 Mpls;
612-872-8445



Shea Receives Design Honors

Shea ranked high in two surveys conducted by Interior Design magazine and Display and Design Ideas (DDI) magazine, two high-profile national design industry publications.

Interior Design magazine named Shea as a 2006 Hospitality Design Giant. Shea came in 61st in the magazine's survey of the nation's largest interior design firms ranked by hospitality design fees.

Shea also made DDI magazine's annual list for Top 100 Design Firms. The list ranks national interior design firms according to reported design fee revenues.



display & design ideas





Electronic versions of Shea link are available at www.shealink.com.
Questions? Comments? Contact us at info@shealink.com or call 612.339.2257

>>inside this issue

A cluster of five overlapping circles of various colors (dark red, olive green, light red, and grey) containing text. The largest circle is dark red with a green center and contains the text 'Chambers Hotel'. Other circles contain 'NEW! SHEA SPARK REPORT!', 'SHEA RECEIVES DESIGN AWARDS', 'OFFICE Activity', and 'DESIGN TALK'. The background is light blue with a pattern of small white dots on the left side.

www.shealink.com