

## Margulies Wins Two CoreNet Awards

Boston, MA - Margulies & Associates, one of Boston's most innovative architectural and interior design firms, announced that two of its projects have won awards in CoreNet Global's 2007 Awards of Excellence program. The headquarters of Ken's Foods is being honored as the New Building Project of the Year and Carat Fusion is being honored as the Small Renovation of the Year.

CoreNet Global is the world's premier professional association for corporate real estate and related professionals. Significant criteria for the competition included demonstrated improvements to core business functionality and/or working environment, evidence of cost reduction/improved productivity in the workplace, uniqueness when compared to other concepts submitted, and applicability of the space solution to other organizations.



*Ken's Foods' headquarters*

The design of Ken's Foods headquarters expands departmental efficiencies, provides a comfortable, high-quality working environment, and establishes a successful image for the company. Departments that were previously separated now enjoy improved functional adjacencies and share a common identity. The new research and development (R&D) and quality control (QC) labs have strong connections with their support offices and the plant.

All staff disciplines were relocated closer to the manufacturing plant, providing improved access to the manufacturing process and increased efficiencies in getting the raw materials from the plant to R&D.

When Carat Fusion expanded beyond the capacity of its former funky office space, the advertising and marketing agency found a larger space in Boston's John Hancock tower. Inspired by Carat's logo—a spinning, multi-colored sphere—the new interior design fuses elements of the iconic building with contrasts of light, texture and transparency to generate visual interest and energy throughout the office.



*Carat Fusion new office space.*

Margulies & Associates reversed the standard office-design model by placing the majority of private offices along the building core leaving cubicles on the exterior glass. Full glass office fronts create openness, and a light and a collegial environment, while whimsical patterns of opaque film provide a sense of privacy.

This project provides the architectural equivalent of the leading-edge branding work Carat provides for major corporations. Carat's new offices succeed in creating a cutting-edge, dynamic and creative space from a corporate building shell. At 25,000 sf, the space is an architectural statement about Carat's personality and culture.

For both projects, Margulies & Associates worked with Corporate Project Partners, which provided project management and relocation planning services.