



CELEBRATING
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Methods & Materials and Jennifer Carpenter Architects installs 10 foot tall letters for Converse headquarters

January 02, 2014 - Owners Developers & Managers

On December 9th, Converse with Methods & Materials installed 10 foot tall letters spanning 80 feet atop the future site of Converse's global headquarters at 160 North Washington St. in downtown. Positioned across from the TD Garden, Converse's rooftop sign completes the Gateway to Boston for the 200,000 daily commuters entering the city from the Zakim Bridge.

The sign was designed by Jeff Grantz of the Boston-based design firm Materials & Methods, working with Converse and Jennifer Carpenter Architects, to reflect the architectural history of the building. The materials and means of fabrication are informed by the time period of the building's original construction. The existing nine-story building was built in 1907 in the art deco style and historically was used for a variety of office and other commercial and industrial uses. Fabricated by Poyant Sign of New Bedford, the letters exterior reference the copper patina details of the buildings existing copper trimmings while the interior of the letters has a rusted corrugation to compliment the building's brick facade.

Last January Converse announced plans to relocate its world headquarters to the city's Lovejoy Wharf, on the same block as the former offices of the Boston Rubber Shoe Company that also founded by the Converse family. Originally founded in Malden in 1908, Converse is returning home to the greater Boston area.

Materials & Methods is a multidisciplinary design and creative production studio founded by Creative Technologist, Grantz. Materials & Methods works across the globe developing meaningful and inspiring installations within the built environment. Materials & Methods collaborates with a wide range of architects, developers, and owners who seek to create thoughtful, engaging, and seamlessly integrated user experiences. Materials & Methods's team of designers, artists, and technologists are compelled by opportunities to use technology to develop unique and memorable installations. Their creative process however is well informed by real project experience. Emboldened by 15 years of successful design and implementation, Materials & Methods approaches every project, despite budgetary constraints or technical challenges, as a chance to enlighten and inspire.

Jennifer Carpenter launched her firm in 2009. In 2013 the firm was designated an official Women Business Enterprise (WBE) for New York State and New York City.

Jennifer is featured in several design anthologies, including "Dish," a compendium of women in design from Princeton Architectural Press, and the recent book "...& Fork", a global survey of 'the most exciting and important young product designers' from Phaidon Press. Jennifer taught Senior Thesis & Analysis Studio at the Parsons School of Design and has guest lectured at MassArt, NYU, Clemson University and the Center for Architecture. She has been a Registered Architect in the state of New York since 1998, and became a LEED (Leadership in Energy and Environmental

Design) Accredited Professional last year.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540