

Crown Wallpaper & Fabrics

SEETON SHINKEWski DESIGN GROUP
SILVER RETAIL

With flourishing showrooms in Toronto and Montreal, the time had come for Crown Wallpaper + Fabrics to expand west and put down permanent roots in Vancouver.

Upon enlisting the services of Seeton Shinkewski Design Group (SSDG), the client, along with principal Keath Seeton, proceeded to size up competing showrooms and found the competition failed in one key area — branding.

According to Seeton, the product presentations were not only overcrowded but the “warehouse” spaces, with their open ceilings, neutral flooring and walls, were lackluster, providing an unforgettable experience.

This was the antithesis of what Crown wanted to create, which was a unique showroom to showcase its extensive line of wallcoverings and fabrics.

Completed in December 2006, Crown’s Vancouver showroom is anything but drab. The open space, with its awe-inspiring high ceilings and concrete columns, is dressed in the company’s product. From the walls to the dramatic red ceiling crowning the core area, paint is one product that is hard, if not impossible, to find.

Upon entry, designers will find a large, lit Crown sign but no reception desk. Instead, there is a touch down station built for employees, allowing them to keep a close eye on the showroom floor and assist incoming clients at a moment’s notice.

Moving deeper into the space, following the wafts of freshly brewed coffee coming from the espresso bar, designers will meander by 200 stock drawers and countless displays, including a large, interchangeable vignette accentuated by a white circular ceiling drop that mirrors the circular white tile floor underfoot.

Worktables are dispersed throughout the space for ease of access and quiet work, adds interior designer Margie Anderson.

Overhead, track lighting is interspersed with large pendant light fixtures and circular white globes, ensuring Crown’s products shine at all times.



Photo courtesy Nick Didlick

Client Crown Wallpaper & Fabrics

Location Vancouver, B.C.

Design Team Keath Seeton, Margie Anderson

Square Footage 2,840

Project Completion December 2006

Fraser River Port Authority

SEETON SHINKEWski DESIGN GROUP
SILVER WORKPLACE TOTAL

Responsible for providing information about the operation and management of Canada’s largest river port, the Fraser River Port Authority had outgrown its New Westminster home. Initially, renovation of the old office was considered but was found to be unfeasible, so the port authority scoured the region for more space, which it found in the Queens Court building.

Now in its new office, the move has consolidated staff on one floor (versus two floors in the old, dilapidated building), allowing the port authority to better serve its users.

Situated on the building’s fourth floor, Keath Seeton, principal of Seeton Shinkewski Design Group (SSDG), says the office features an open floor plan, providing an efficient use of space that allows for a greater flow of information and knowledge between staff.

Inspired by the Fraser River and its surrounding industrial lands, materials used echo the commodities handled at the port, such as wood, aggregates, steel and containers. Grey ceramic tile reflects the sand and slate of the riverside while the extensive use of glass is meant to symbolize water. The reception desk and backdrop wall are clad in impressionistic, rusted metal ceramic tile representative of weathered steel. Milled fir veneer panelling on the walls is representative of the “Fibre Highway,” a term used to reference the lumber shipped up and down B.C.’s longest river. And, according to Seeton, a segmented hot orange wall placed on axis between the boardroom and general office is fashioned after the many container barges in port.

Other office highlights include a feature wall, which bears resemblance to a ship’s bow, and the oval “think tank” meeting room enclosed in faceted glass and banded with the client’s logo.

And then there’s the circular reception area, notes interior designer Margie Anderson. Inspired by a traditional nautical compass, the reception area is just beyond the port authority’s welcoming 360-degree glass doors.



Photo courtesy Nick Didlick

Client Fraser River Port Authority

Location New Westminster, B.C.

Design Team Keath Seeton, Margie Anderson, Roy Sadler, Kenna Manley, Mike Uhryn

Square Footage 15,600

Project Completion September 2006