

# BR Design Associates, LLC



411 Fifth Avenue  
New York, NY 10016  
212.993.9000  
212.993.9001 (Fax)  
[www.bergerrait.com](http://www.bergerrait.com)



## BR Design Associates, LLC

McCann Erickson Detroit  
Birmingham, Michigan



Sometimes one of the best ways to get a fresh perspective on life is to move. That's certainly one of the benefits of McCann Erickson Detroit's recent relocation from Troy, the second largest city in Michigan, with 80,959 residents (2000 Census) and the headquarters of numerous automotive and financial companies, to Birmingham, an affluent suburb of Detroit with a population of 19,291 (2000 Census) that has attracted wealthy Detroit families since its incorporation in 1864. The 350-person advertising agency, part of McCann-Erickson Worldwide, a leading global advertising agency network with offices in over 130 countries, now serves such long-term clients as General Motors, Buick and Delphi from a three-story, 90,000-square-foot office, designed by BR Design Associates, in a former

**Above:** Reception area.  
**Upper right:** Exterior.  
**Lower right:** Lobby/oculus.  
**Opposite:** Lobby.  
**Photography:** To be identified.





**BR Design Associates, LLC**



department store. In the new private offices, open-plan work stations, conference rooms, reception area, café and support facilities, McCann Erickson has created a lively, high density, open-plan environment. Most of the facility's private offices and conference rooms are clustered in core areas of

the building's deep floors to suffuse much of the space with daylight and views and encourage internal communication as well. A central vertical circulation well, incorporating both existing escalators and a new, bleacher-style stairway meant to double as a meeting area between floors, also rein-

forces the sense of openness. Appointed in drywall, maple millwork, carpet, terrazzo tile, indirect lighting and classic modern furnishings, the former department store is now dressed to sell ideas as its merchandise, allowing the venerable advertising agency, founded in 1902, to work more effectively with its

most important Motor City client, currently facing one of the greatest challenges in its 109-year history.



**Left:** Lobby.  
**Far left:** Conference room.  
**Bottom:** Café.  
**Opposite top:** Private office.  
**Photography:** To be identified.





Tai Ping is not currently a household name in the United States. However, over the course of 50 years, this Hong Kong-based custom carpet and rug company has been active in more than 100 countries, building a reputation for products that are highly suitable for luxurious and prestigious interiors, ranging from hotels and residences to yachts and private jets. To focus its efforts on establishing a higher profile in the lucrative U.S. market, the company recently opened a new, flagship showroom in New York, designed by BR Design Associates, as associate architect and project manager, and Baird Design, as design architect.



**Top left:** View east in showroom.  
**Left:** Office detail.  
**Far left:** Office corridor.  
**Opposite:** View west in showroom.  
**Photography:** Eric Laignel.



## BR Design Associates, LLC



The one-floor, 12,000-square-foot facility, arranged in a front office-back office configuration comprising private offices, open-plan work stations, a design studio and a tea room in addition to a showroom, establishes a modern sensibility that also reflects its historic roots in Chinese culture. Inside the elegant, white interior, shaped by cast-iron columns, exposed brick vaulted ceilings, glass and drywall partitions and wood strip floors, the rich colors, textures and patterns of Tai Ping's rugs and yarns resonate like works of art. Not coincidentally, that's how Tai Ping hopes architects, interior designers and consumers see its carpets and rugs.



**Top left:** Detail of view east in showroom.

**Top far left:** Executive office.

**Left:** Conference room with yarn wall.