



Just Give Us a Call

Hundreds of readers phone into the New York Times every day. People make suggestions, ring about subscriptions or place advertisements. At its new Publisher's Circulation Fulfillment, a modern call centre 15 kilometres north of Manhattan, the newspaper, which was founded in 1851, takes advantage of all the possibilities of the latest technology.

TEXT: INGE MAISCH PHOTOS: ANDREA BRIZZI



Sunk in the ceiling, a blue neon strip light ushers the visitors straight into the offices. Computer work bays of call-centre staff are softly lit by the La Trave luminaire.

The architects Andrew M. Tuller of Tuller McNealus Feld and JJ Falk of JJ Falk Design were commissioned to design the interior of the modern office space at Publisher's Circulation Fulfillment. They are specialists in designing the interiors of comfortable and efficient workplaces. After all, clients like the New York Times know that frequently enough telephone workers have to cope with awkward customers and yet still have to remain calm and collected. This is easier to achieve in a relaxed working atmosphere.

Andrew Tuller and JJ Falk designed a friendly entrance and warm, inviting rooms

with comfortable furniture and arched walls; they have also developed soft lighting for the many computer work stations. However, the height of the rooms amounted to no more than 2.8 m in most of the offices. The designers decided in favour of Zumtobel Staff's La Trave suspended indirect luminaire with its extended 'lighting wings'. In the technical areas, where printers, fax machines and photocopiers are used, an extra direct component was added.

A quite special lighting element is the continuous row system in blue neon, which is set into the ceiling, so that the

visitor is guided directly into the office rooms from the reception. A well-illuminated expression of the fact that at Publisher's Circulation Fulfillment customer service is writ large and friendliness comes first. ■

**PUBLISHER'S CIRCULATION
FULFILLMENT INC., NEW YORK**

Client: New York Times, USA **Architect:** Andrew M. Tuller, Tuller McNealus Feld, New York **Lighting design:** JJ Falk Design, New York **Lighting solutions:** La Trave and RC suspended luminaires