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JJ Falk Design LLC

The Human Element

JJ Falk Design puts the end-user's needs first, the firm says. **BY BROOKE INFUSINO**

Company Profile

JJ Falk Design LLC

www.jjfalk.com

- **HQ:** Manhattan
- **Employees:** 24
- **Services:** Architecture and interior design
- **JJ Falk, principal:** "My thought was to create humane space – that's what I wanted to provide to my client, and that is inspiring to people."

After extensive creative experience and almost two decades of working for two of the top architectural firms in the nation, JJ Falk decided that it was time to start up her own design studio. In 1998, she founded JJ Falk Design (JJFD) LLC, and has been designing spaces that achieve her own philosophies on design ever since.

"My constant challenge since day one has always been how to consummate the harmonious relationship that I believe must exist in design for it to be good and sustainable," she says. "This relationship does not always show

itself easily, and therefore, I spend a good deal of time peeling away the extemporaneous layers of a design to reveal a simple statement of beauty that underscores our philosophy.

"In the end, it is a unified design, melding a spiritual beauty with its physical counterpart, only constrained by the real life needs of my clients. I create spaces with great deference and respect for the human condition. By this, I mean space that allows the mind, body and physical space to become one harmonious being; a space where the user will completely embrace and be 'better' from its surroundings – not be altered or hindered by them."

In 11 years, JJFD has grown to become one of the leading interior design firms in New York City. The firm's diverse portfolio includes projects for law firms, advertising and media agencies, as well as telecommunications, residential, financial, retail and corporate clients. JJFD's projects are completed throughout the United States with a focus on New York City.

Falk says her design approach is "consistent and focused" on every project – whether it is a 20-square-foot kiosk or a one-million-square-foot office – and that is to bring the human element into the business end of everything she works on. Falk considers how the built environment impacts a person's productivity and well being.

VALUABLE PORTFOLIO

Designing with sustainability in mind is a key component of the design solution and is incorporated into every project the firm works on, Falk says. JJFD's in-house library includes information about LEED, which guides the firm in its use of materials and methods accepted by the U.S. Green Building Council. Despite the recent financial fallout in corporate America, JJFD has had marked success in the financial sector, working for high-profile clients such as JPMorgan Chase.

Retail and media clients, such as Aeropostale and Horizon Media, have also been a significant part of JJFD's portfolio.



JJFD's work on Samsung's customer care center included raised floors and an open floorplan.

In 2008, JJFD was commissioned to create a new build-to-suit, two-phase, 120,000-square-foot space for Samsung. It would serve as Samsung's North American customer care center in Mauldin, S.C. Through the process of discovery – which involved numerous interviews, meetings and client research – the JJFD design team quickly realized that the project would prove to be both challenging and highly rewarding.

"At the end of the day, we developed an architectural and interior plan which met our client's needs and wishes," Falk says. "We worked closely with the core-and-shell architect to create a building, which had to meet aggressive design and construction schedules on a restricted budget." Falk led the project through a dedicated project management team, which channeled information to and from the client, contractor, developer and architect.

The recently completed call center serves the customer care needs of numerous domestic and global companies. JJFD included raised floors,

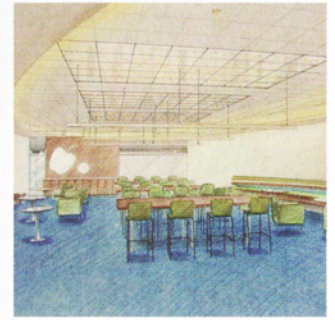
furnished suites and an open floorplan with an intricate lighting system.

"Considering the profile of the client and 24-hour function of the space, it was an interesting and critical challenge because of the massive volume of space we were asked to design quickly and the intricate needs for the users' well-being," Falk notes.

"Various creative solutions were introduced, from visually pleasing graphics and colors, all the way to elements such as skylights, which create a natural and soothing ambiance throughout the breakout and work areas."

About 15 percent of the facility is dedicated to office and training space, 10 percent to break areas, lounges, infrastructure and mechanical space, and the remaining 75 percent is for the agency workspace.

"From the design point of view, we raised the ceiling heights to increase the space of the facility without having to increase the footprint," Falk explains. "Mostly, we used local, LEED-certified sustainable products."



JJFD secured a contract with Samsung to create a new 120,000-square-foot North American customer care center in Mauldin, S.C. The center serves domestic and global customers.

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