

## TECHMART

### Santa Clara, CA

### Marketing Center

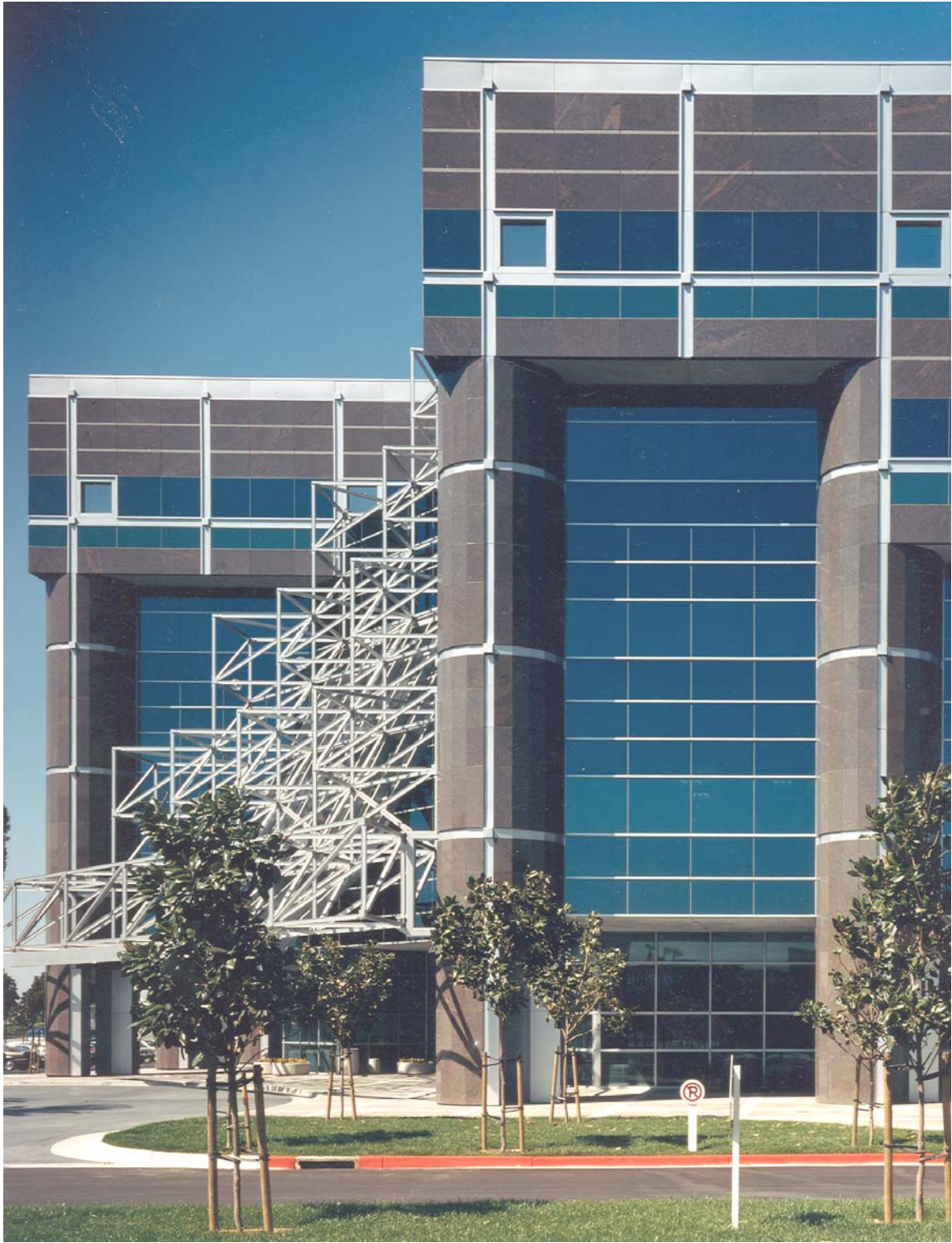
A high technology marketing center in the Silicone Valley, this facility is a 318,000 square foot showroom and sales mart for various computer manufacturers offering hardware and software to the business community. The design resolution was to recall the structural grid of the Modern Movement, slipping the grid from its traditional floor line location to the window sill, thus establishing a square proportioned theme beginning cleanly at the parapet. The

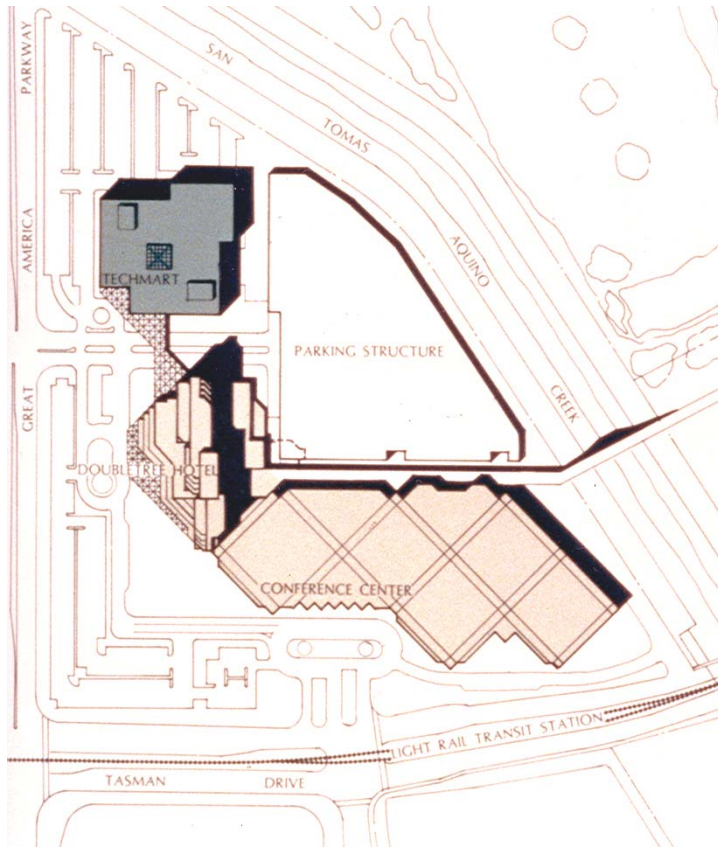
square is again repeated at the lower corner of alternating grids as a ventilating sash, creating a secondary overlay grid and making reference to the shape of the computer chip. The natural aluminum colored grid of the Modern Movement is contrasted with an in-fill of granite (traditional) and tinted/reflective glasses (high technology). The interior glass atrium recalls the grid theme in the structure of the elevator cage, its form reflecting the exterior column forms.



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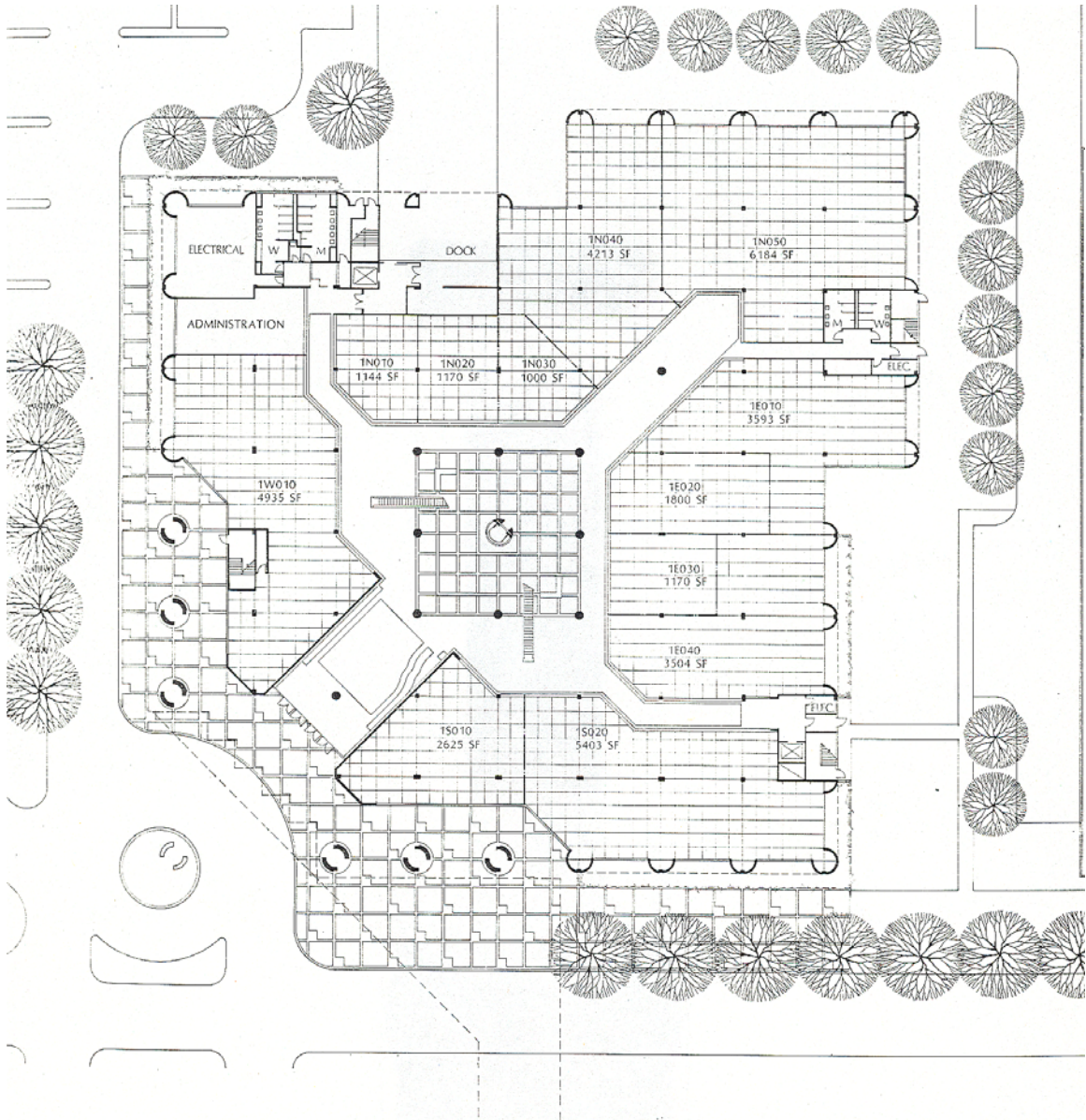
C O M B S + M I G U E L



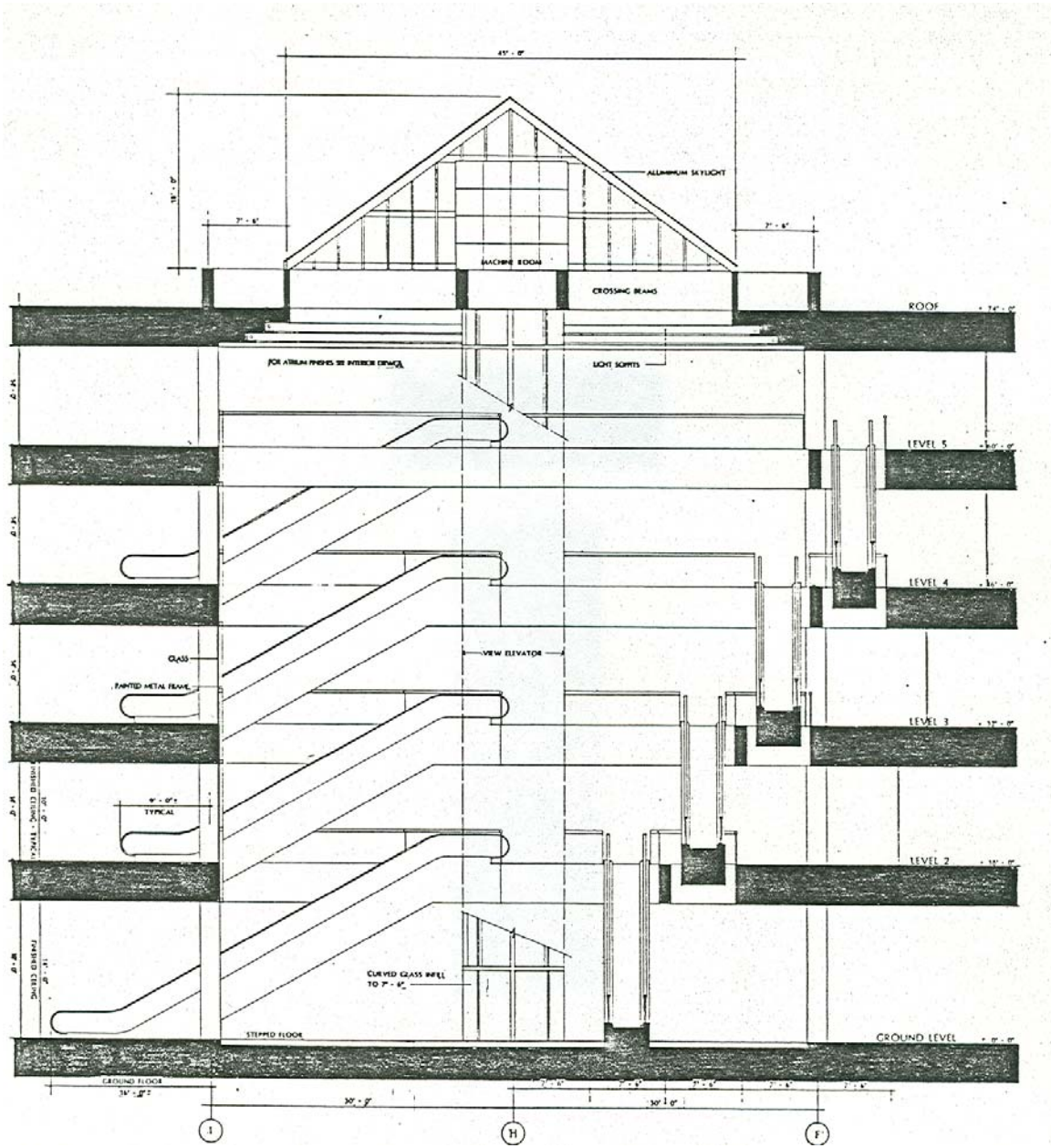


SITE PLAN



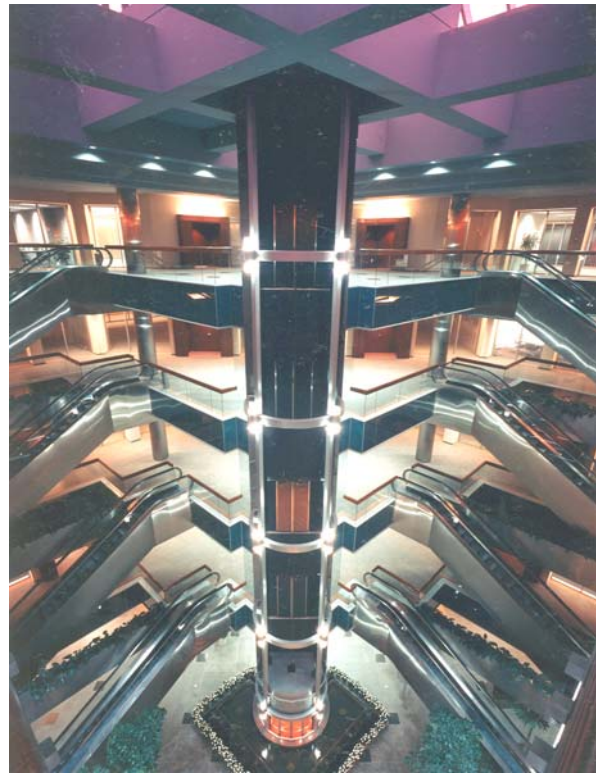


GROUND FLOOR PLAN



SECTION THROUGH ATRIUM LOOKING NORTH

Techmart is a component of a fully integrated, large-scale complex designed to accommodate an array of high technology users as well as conferences and trade shows. In addition to the 318,000 square foot Techmart, the complex includes a 14-story/500 room Doubletree Hotel, the 240,000 square foot Santa Clara Convention Center, and an 18-hole golf course with tennis courts.





Techmart was a first time opportunity for more than 100 exhibitors from around the world to combine marketing and product education in a centrally located showroom in the heart of Silicon Valley. There is a conference/seminar program in place to aid marketing efforts to volume buyers that is co-sponsored by Techmart, Doubletree Hotels, and the Santa Clara Convention Center. The five available floors each have up to 63,000 square feet available in office suites.

