



Ideas That Work!

Providing creativity to the A & D community from Waterjet Works!



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Issue #2

Translating a designer's vision into reality



How often does an interior designer's most imaginative work wind up in a waste paper basket? And why? Sometimes it's because the work is so creative, the designer questions if anyone can translate the imaginative impulse into actual décor.

That was the case with interior design architect Lou Rosenberg, IIDA, president of Wilmington, Delaware-based Mitchell Associates, who along with his creative staff, envisioned a wonderfully creative design for an upcoming project at Children's Medical Center Dallas.

"We saw soft colors with undulating muted designs in the corridors and, in each patient room, icons that interpret western themes from a child's viewpoint," says Rosenberg. "We knew from past experience that we would have to use the waterjet process to accomplish our goal."



A solution unfolds

He was concerned about the logistical aspects of coordinating the project. He decided to show his concepts to Susan Curry, interior designer for Children's Medical Center in Dallas, and ask her opinion of who might be able to assist with the floor designs. "The minute I saw those designs, I thought of Waterjet Works!," says Curry. "That is the only waterjet firm I know of with the imagination and artistic flair to visualize the entire project and the talent to master the logistics and complexity of the designs."

The project totals more than 130,000 square feet of vinyl flooring—two floors in an already existing building and six floors in a newly constructed tower at Children's Medical Center Dallas.

Waterjet Works! is the answer

Ms. Curry met the principal of Waterjet Works! and visited his facility while working on a prior project.

"Since I had met with Waterjet Works! and had seen how they processed my work, I had complete

confidence his organization could do the whole job," says Curry.

Proof in "living color"

Rosenberg suggested Waterjet Works! and Spectra Contract Flooring, a well respected flooring contractor in the Dallas area, perform a test to prove their abilities—cutting and installing one of the icons for one of the new patient room mockups.

"Once the proof was on the floor in living color, it was a very easy decision to make," says Rosenberg. "With Spectra and Waterjet Works! working together, we knew we had assembled a good team."

"...inviting, exciting and warm"

Now that all 130,000 square feet of new flooring are in place, Rosenberg says he was impressed with Waterjet Works! ability to handle the extensive logistics.

"With eleven different room icons in two colors, it's not likely one child will have the same room décor as another nearby," added Rosenberg. "We wanted to make the child feel special with all our designs. The integration of the icons in the rooms with the curves down the hall as well as the walls and cabinetry facades, accomplished our goal. All these elements played into our overall approach of making the hospital inviting, exciting and warm."

Resisting temptation

Because the materials were manufactured overseas there arose several temptations.

Some flooring contractors would have ordered the materials based on square footage alone and not taken into consideration the needs of





regional manager, comments, "When you look down the corridor, it doesn't even look like the tiles were cut—it looks like they were manufactured that way. It could never have looked that perfect if it had been hand cut."

The Construction Manager is pleased

Says Kirk Benken, Centex Construction Co., who managed the project: "The intricate floor designs concerned me at first, but after our initial meeting with Liz Yaksick of Spectra and Philip Einsohn of Waterjet Works!, I knew they would not be an issue. Spectra Contract Flooring

the waterjet process. At the same time, other flooring contractors might have seen the undulating waves and thought they could cut the designs by hand. Dwight Wiggins, HKS project architect, was glad to see the submittals on the floors. "Seeing the well-thought-out submittals gave me a great deal of assurance that the floors would actually turn out the way they were drawn. I was pleased with how quickly and easily the installation went down—all due to the pre-planning. I was expecting excuses and got none. I would welcome more of this type of design, as long as the specifications are written properly."

installed the flooring without a hitch."

Winning ways

Waterjet Works! employed a number of strategies to make certain the installation would go well:

- Remaining flexible when dealing with the challenges posed by older buildings and plans modified over the years.
- Effectively working with a team comprised of many different organizations.
- Creating easy-to-read floor maps. Starting the numbering of each map with the floor number so identical floors could not be mixed up.
- Clearly labeling the pallets on which the cut designs were transported.
- Conferring with the installer on ways to make the project go easier.



Affordability in design

Mitchell Associates restricted the complex designs to 54" square icons inside each room. The "curves"—three gently contrasting colors of flooring in a wavy pattern—were reserved for the corridors. This arrangement conserved costs and made the total design affordable for Children's.

A floor manufacturer is floored

Toli International supplied the commercial vinyl tile for the entire project. Rick Rollins, Southwest



The design in the elevator lobby at the Dallas Children's Hospital uses luxury vinyl plank and VCT tile manufactured by Toli.

Noted architect impressed

Says Lew Vassberg, owner of Valley Designs, Harlingen, Texas, "While on a Texas ASID tour of the hospital, I was pleased to see the wonderful floor-design work done by Waterjet Works! It really made a difference to the soft glow of the whole creation."

A great idea saved from oblivion

"I'm so glad Susan told me about Waterjet Works!," says Rosenberg. "Without them the project would not have been as successful."

