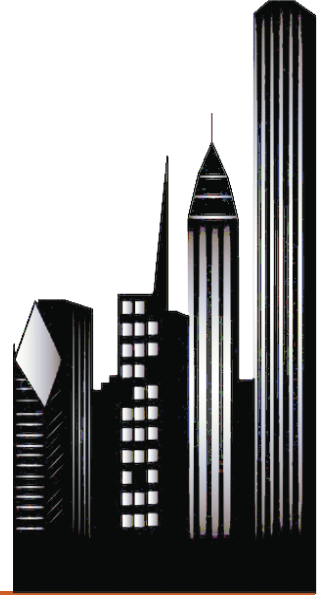
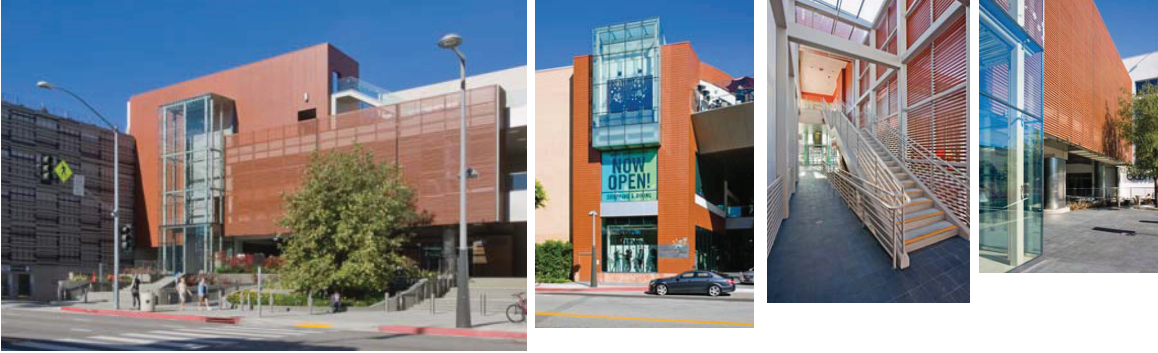


# CASE STUDY - Santa Monica Place Mall



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Architectural Systems, LLC

**Project:** Santa Monica Place Mall

**Location:** Santa Monica, California

**Architect:** Omniplan, Inc.  
Tipton Housewright FAIA  
1845 Woodall Rodgers Freeway, Suite 1500  
Dallas, Texas 75201

**Owner/Developer:** Macerich

**Installer:** Raymond Group  
520 W Walnut Avenue  
Orange, CA 92868

**General Contractor:** Whiting-Turner

**Completion Date:** August 2010

**Project Type:** Regional Shopping Center – Outdoor

**Size:** 557,000sf GLA

**Tenant Information:** Nordstrom, Bloomingdale's, Tiffany, Louis Vuitton, Barney's Co-Op, Kitson, Nike, Coach, Kenneth Cole

**Specified Product:** Argeton Terracotta Rain Screen Tile System

The new Santa Monica Place made its grand re-opening in August 2010 as an appealing, open-air shopping and dining destination that connects the vibrant Third Street Promenade with Santa Monica's thriving downtown. The center's design connects with Santa Monica residents and visitors. Santa Monica Place sits on one of the most attractive retail sites in Southern California – at Broadway and 3rd Street – just two blocks from the beach and has

once again become an attractive center for shopping and gathering.

Originally designed by Frank Gehry, Santa Monica Place opened as an enclosed mall in 1980. In subsequent years the adjacent Third Street Promenade became a more sought out urban retail destination and the Santa Monica Place declined. SMP's owner Macerich hired Omniplan as executive architect to lead a complete transformation of the 557,000 sf property into an outdoor luxury retail and restaurant destination. Omniplan in partnership with Jerde Partnership of Venice, California, designed a completely new retail experience utilizing the structure of the old enclosed center. In the ambitious transformation the roof was removed and the indoor center was converted to an outdoor center. Two levels of retail were topped by one level of restaurants, wine bar, terraces, and food court. The center was completely re-merchandised and the two existing department stores were remodeled and rebranded. Santa Monica Place has been given a new life that better serves its upscale demographic, creating a dynamic shopping environment that makes the most of its urban, beachside setting.

Among the myriad of updated designs and new materials, Argeton's terracotta rainscreen tile system was selected by Omniplan and Marcerich as one of the most visible exterior facades to help convert interior walls into exterior walls. A combination of three foot by one foot tiles and baguettes adorn the walls and storefronts, divider walls, ventilated and secure stairways, and entranceways. Telling Architectural (the North American distributor of Argeton) provided technical assistance to Omniplan, Whiting-turner (the General Contractor), and The Raymond Group (the installation contractor). Telling provided a series of drawings that included elevations, sections, and details showing the location and proper installation of the tiles and baguettes. A custom design was engineered for the baguettes that helped to camouflage the joinery and provide a seamless appearance for the decorative rectangular tubing throughout the mall. From this coordination of design and function, a close working relationship was developed among the stakeholders.

***Omniplan's, John Hampton, Associate principal:***

*"We were pleased with how the terracotta turned out. It was great working with the Telling team."*

The commercial construction industry has seen a growing demand and popularity for terracotta rainscreens and Raymond has strategically moved itself into the market sector to service the needs of their clients. For The Raymond Group, one of the nation's top specialty contractors, Santa Monica Place was the first terracotta project. Established in 1936, the Raymond Group is an industry leader in specialty finishes and is often the choice for owners, contractors, and developers alike. With the combined horsepower of Raymond's resources and Telling's support and expertise, a relationship has formed to become an industry leader in the 'Terracotta Rainscreen' market. Raymond provides qualified construction management and skilled installation manpower while Telling brings more than fifteen years of international experience, support, and jobsite supervision.

Raymond has regional offices in Southern California, Northern California, and Las Vegas, as well as the capability to perform on projects anywhere in the country. Each office shares vital resources within a network, including a strong central information system which provides our clients with a high degree of confidence that project goals will be met.

***Telling Architectural Systems, Steve Collins, Vice President:***

*"The Raymond Group has been a stalwart in the construction industry in the Southwest for decades. Raymond assigned a team of individuals to the project who put quality first and maintained a level of professionalism throughout the process. The end result of this complex project was a very favorable outcome for all parties involved. We are very pleased to be working with The Raymond Group on this project and hope to work with them in the future."*

Steve J. Collins

*Vice President*

Telling Architectural LLC • 10 Worthington Road • Cranston, Rhode Island 02920

p. (401) 632-4577 • f. (401) 632-4801 • c. (401) 787-8551

[www.tellingarchitectural.com](http://www.tellingarchitectural.com)