

Authenticity

Pas - tiche; pa-steesh:

1. an artistic piece consisting wholly or chiefly of motifs borrowed from one or more sources; an incongruous combination of materials, forms, motifs, etc., taken from different sources; a hodgepodge.

Astroturf.....Pamela Anderson....First it was Vanilla Ice lip synching. Now 50 Cent.....Is there anything that's "real" any more?

"New Urbanism" is a movement that usually warps itself in a pastiche of quasi-traditional jumbled forms in an attempt to create a sense of place that ends up being neither new or old. It's usually not very urban either. Or authentic.

We have all seen new institutional commercial and residential developments with gratuitous material changes and proportions that are neither historically accurate or aesthetically pleasing. Our society rewards marketing, hype and differentiation, and is not always sensitive to or appreciative of authenticity.

We believe in context and relating, not deferring - to existing conditions so that "the glove fits the hand."

In Hudson, OH, a community that zealously guards its Western Reserve vernacular, we carefully scaled the mass of our client's 25,000 sf store - its smallest - and set the eave at the exact height of the neighboring homes on Owen Brown Street. We employed gabled roof forms to break down the scale of the building and create a clerestory that brought daylight to the interior of the store, while hiding 13 HVAC units that run 24/7.

Windows, trim and fascia elements were scaled exactly to be authentic to Western Reserve school and church buildings, which were the only structures of comparable scale, and were fabricated with prefinished engineered wood for sustainability.

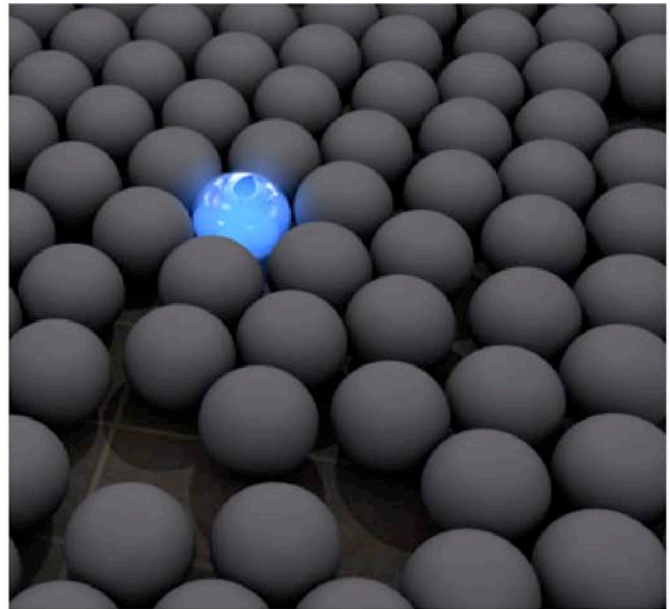
The cement fiber siding is also pre-finished in a chartreuse color to connote "fresh," which is the grocer's mantra with their perishables, which distinguishes them from their competition. The project was designed to exceed LEED silver standards.

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Joseph F. Denk, Jr., President
Denk Associates, Inc.

Heinen's Village Market
Hudson, OH

*NAIOP Regional Architectural Design of the Year Award
IIDA/ IESNA Regional Lighting Design Award
Publication: Properties magazine,
VM+SD magazine*



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Dollar Bank/
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First Place, Retail Renovation, VM+SD
National Design Competition
City of Cleveland Redevelopment
Project of the Year
IIDA Cleveland Design Award



Technology Learning Center
Cuyahoga Community College
Cleveland, OH
American School & University Design
Award



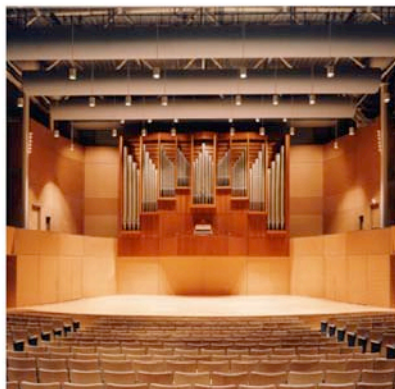
Student Service/ Learning Resource
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Wategen Hall Renovations;
Cleveland State University
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Cleveland, OH
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Winner
AIA Ohio Design Award
AIA Cleveland Design Award
IIDA Cleveland Design Award
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