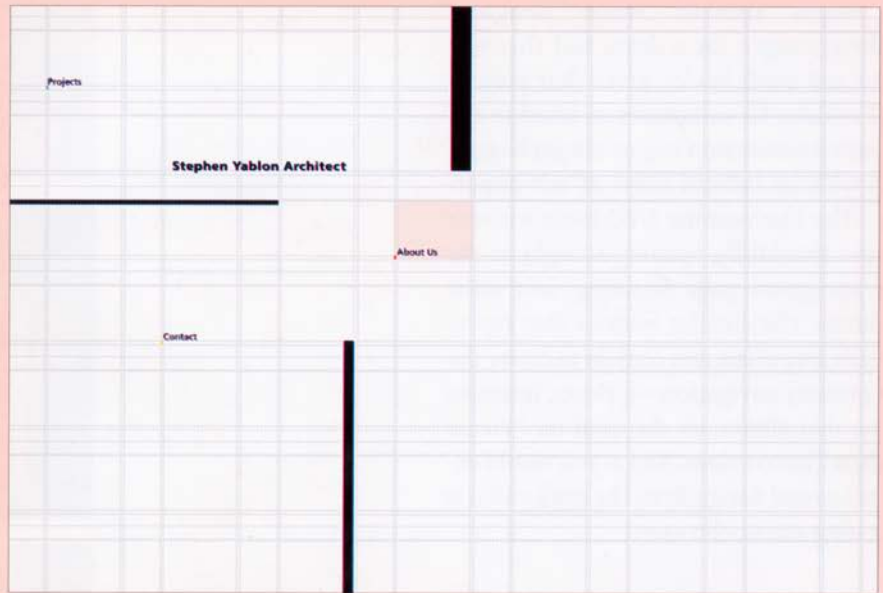


print

INTERACTIVE DESIGN 2005





DESIGN CULTURE MOTION
SEP/OCT 2005 US\$19.50/CAN\$25



Stephen Yablou Architect About Us Projects Contact Home

News
Firm Profile
Principal Profile
Recognition

Fit of Place Award | May, 2005
SYA was awarded first prize in a national design competition for the Boston Harbor Park Pavilion, expected to be the next building on the Boston Kennedy Greenway in downtown Boston.

New York University Awards | 2004
SYA was selected by New York University to design the new 10,000 sq. ft. state-of-the-art Office for Career Services.


ICC Career Excellence Award | January, 2005
SYA was awarded a Design and Construction Excellence Initiative Award.

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Present Data

Workplace
Residential
Institutional

- ▶ **Reference Commissioning Director**
Columbia University IEGOR
Columbia University, Ross Hall
Six Towers at Penn
Edg and Queens College
Boston Harbor Park Pavilion
- ▶ **New Park Project List**




An energetic hi-tech space is being created for this 70-person lecture hall that will include state-of-the-art a/c, lighting and acoustics. This structure is the centerpiece of the renovation of an academic department that studies and


Columbia University IEGOR - New York, NY

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Institutional



Workplace



Residential




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Present Data

Institutional
Residential
Workplace

Key New Technologies
This building is a prime example of a new building technology. It is a prime example of a new building technology. It is a prime example of a new building technology.



New technology provided unique benefits for users, energy and financial cost savings for a new building project. New technology, including and beyond our own, are being used to create a new building project that is a prime example of a new building technology.

Long New Technologies - New York, NY

stephen yablon architect

It's a safe bet that there are as many architectural firms describing their work as "timeless" and "powerful" as there are architects with fashionable eyewear. The architect Stephen Yablon eschews the trendy specs, but, in projects for clients like Sony, Columbia University, and the city of Boston, he still aims for the skies.

When the firm gave Noah Wall the task of creating its new Web site, he was told to draw on the firm's Bauhaus tradition and create an interactive space that fit the company's identity. The site accomplishes that adroitly, embodying the same mixture of simplicity and sophistication that is expressed in the firm's buildings and architectural values.

Wall's central motif for the project is a gridded template. This grid—his favorite aspect of the design—fades in on the homepage and contains links that allow visitors to move through the online portfolio. "The grid evokes a space and it's very map-like," he says. "It anchors you to the site and holds all the information in a logical way." Three colored rectangles within the grid, labeled "Projects,"

"About Us," and "Contact," serve as the only elements of the navigation. When a user clicks on one of these areas, the page zooms in and pans to a more detailed interface that showcases projects or information relating to the firm. The layout shows rather than tells, and the company's philosophy shines through without extraneous text.

The biggest challenge for the designer was purely functional: allowing the firm's employees to update and upload pictures to the site without his help. He built a dynamic Flash front end but custom-designed the back end using AddMin, a content management program that he and a colleague developed. The software automatically resizes all of the photos that the firm's architects upload onto the site. Even more conveniently, they can update additional project information using a standard Web browser.

Simplicity, in both visuals and logistics, seems to have been the site's key theme: "It's just very evocative of Bauhaus—stripping it down to the very basics," Wall says.

DARA PETTINELLI

syarch.com

design firm: Knowawall Design, New York **art director/designer:** Noah Wall **hardware/software:** Mac/Flash **client:** Stephen Yablon Architect