

Centro Sales Centre

PENNER & ASSOCIATES INTERIOR DESIGN
SILVER MULTI RESIDENTIAL & SALES CENTRES

Walking by the Centro Sales Centre, it's hard not to be drawn inside. From the street, passerbys catch more than a glimpse of the display suite; large, expansive glass windows provide a wide-eyed view.

Upon entry, condo buyers find themselves face-to-face with the project model, which, according to Robin McIntosh of Penner & Associates Interior Design Inc., is located at the center of concentric circles engraved into carpet tile to reinforce the project's convenient proximity to downtown Richmond, B.C. However, it's what's slated to be inside the new multi-family tower and townhouse complex that's really grabbing people's attention.

Designed by director of practice Shelley Penner and McIntosh who is the director of design, the model suite showcases the new building's living quarters, available in two different colour schemes. The first, which is found in the presentation centre, is a combination of warm and cool tones in both matte and glossy finishes. Conveying a modern, urban feel, the colour scheme provides a neutral backdrop for display boards, 3D renderings and graphics necessary to market the residential component of Rize Alliance's project. Drawn from the promotional materials and laminated glazing on the future tower, blue and green colour accents 'pop' the space.

Constructed in two parts and linked by an enclosed bridge (symbolic of the bridges connecting Richmond to the rest of the Lower Mainland), the stand-alone structure also houses a sales centre with solid maple reception desk, restroom, two closing rooms and a storage area concealed by a sliding wall panel with super graphic.

Project highlights include the extensive use of sustainable design features, such as energy efficient appliances and lighting, modular carpet containing recycled content, water efficient fixtures and dual flush toilet, PVC-free window roller shades, VOC-free paints, low-VOC finishes and adhesives and medium density fibreboard with no added urea formaldehyde.



Photo courtesy Martha Tessler

Client Rize Alliance

Location Richmond, B.C.

Design Team Shelley Penner, Robin McIntosh

Square Footage 1,950

Project Completion February 2007