



“A Stitch in Time”

by Inga Saffron

IDCEC approved for 0.2 continuing-education units; course #7987

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PARTICIPANT EXERCISE

1) What are some of the charms of the navel base where Urban Outfitters has located its new offices, and what made it a good place for the company?

2) How did architect Jeffrey Scherer’s plan for building the headquarters differ from Robert A.M. Stern’s original master plan, and how is this exemplified by the cafeteria?

- 3) How does the placement of Urban Outfitters stores in unique reclaimed spaces affect the interior design of the shop and influence the appeal of the brand? According to this rationale, why is the Navy Yard an ideal place for the corporate headquarters?

- 4) What was Scherer's approach to historic restoration that attracted Hayne to him as the best architect for the UO headquarters?

- 5) What makes Philadelphia's Navy Yard particularly significant architecturally?

- 6) What were some aspects of the Navy Yard that the city of Philadelphia identified as attractive to businesses that would otherwise be tempted by low-rise suburban spaces, and how did they attempt to demonstrate the yard's potential?

- 7) What was Scherer's reaction to the model restoration?

- 8) Why did "Just wire-brush that and give it a coat of sealant" become Scherer's signature phrase?

- 9) What was the difference in the preservation issues between the exteriors and the interiors?

- 10) What was the design solution when the original floors in Buildings 12 and 15 proved beyond salvaging?

- 11) Is historical accuracy the main point for Hayne and Scherer?

- 12) At the UO headquarters, what are a few solutions to the challenge of designing for designers?