

A Roaring Revival

PROJECT NAME
21 E State

CLIENT
Valstone Partners

LOCATION
Columbus, OH

Originally built in 1928, 21 E State has undergone numerous renovations, with the last occurring in the late 1990s. Despite its rich history and prime location, the energy within this iconic 350,000-square-foot building has dwindled, with current occupancy hovering at just 20%.

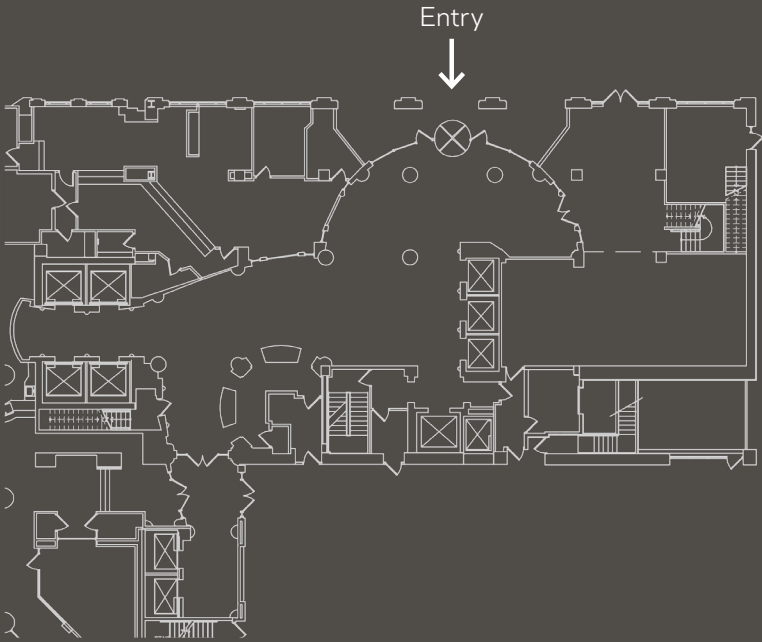
To restore its former vitality, the new owners partnered with our design team to breathe new life into the building, starting with a transformative lobby renovation.

Drawing inspiration from the building's 1920s origins, the design team created an inviting, dynamic entrance that will attract both corporate and future residential tenants, setting the tone for a revitalized future.

Context



Positioned in the heart of downtown Columbus.

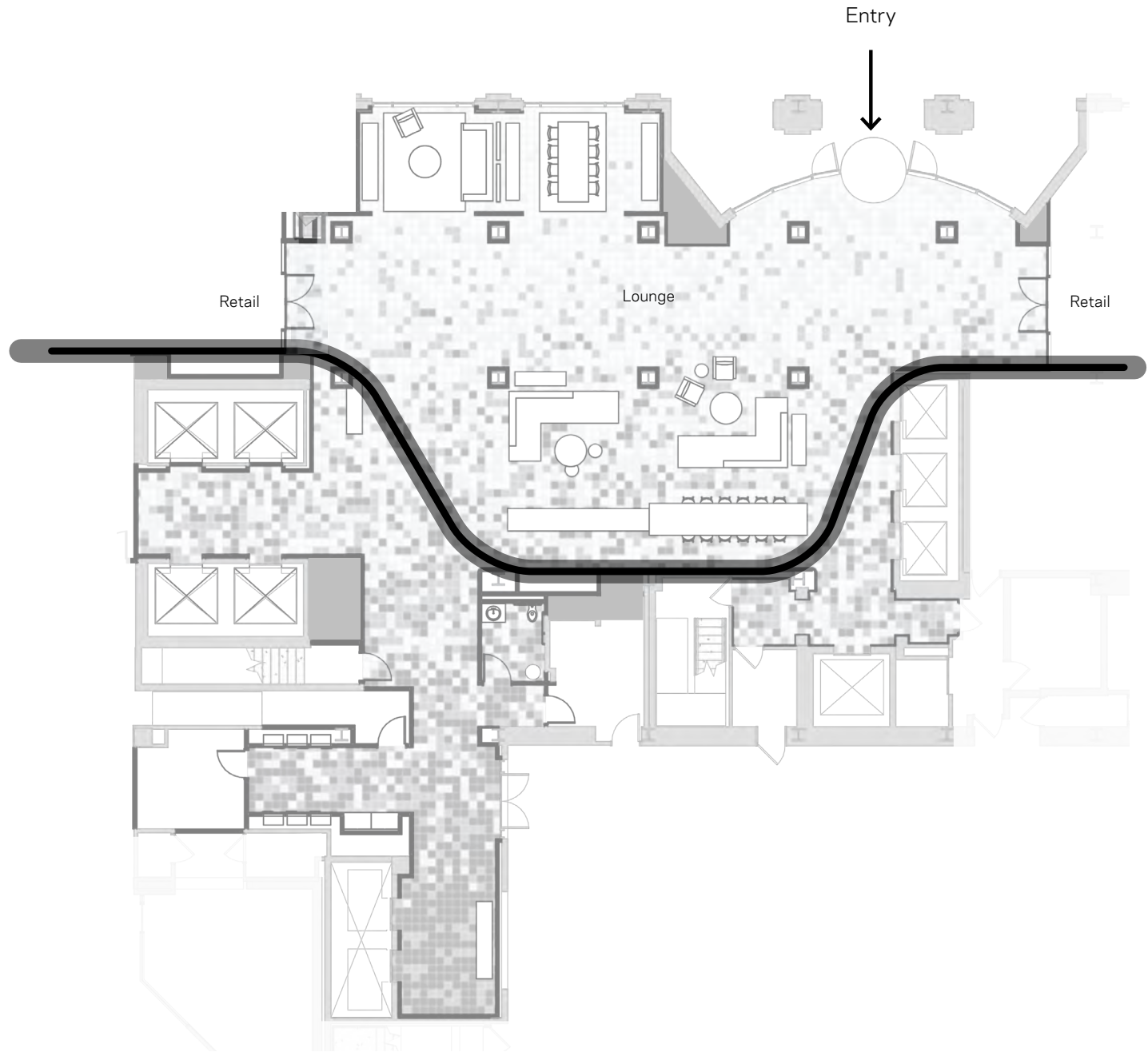


The existing lobby was a transient environment, focusing on connecting multiple elevator lobbies with security at its center.

Disconnected & Uninviting

The existing lobby turns its back to the vibrant street and surrounding retail, leaving the space feeling lifeless and unapproachable, further exacerbated by the dated interior. This disconnect from the surrounding urban environment highlights the pressing need for revitalization, transforming the lobby into a welcoming hub for interaction and community engagement.

Concept



Creating Openness & Dynamic Energy

Pulling from the building's 1920s origins, the design team penned a flapper-inspired flourish to infuse dynamic energy and enhance organizational clarity in the space.



Leveraging form, materials, and lighting to transform a transient lobby into a warm, and inviting **neighborhood hearth.**



Fueled by an Energized Spirit

The lobby features backlit wood slats at varying angles and a custom gradient mosaic, evoking the playful movement of fringe from 1920s flapper dresses. Together, they create a dynamic effect that captures the energetic spirit of the era while adding an unexpected touch.



Strengthened Retail Connections

Re-imagined retail entrances bracket the space and serve as source of continued activation for the lobby. Featuring sleek steel doors with fritted glass, these entries encourage exploration and interaction, while also contributing to the overall aesthetic.





An Open Invitation

In addition to the open lounge, two niches are positioned along the street edge, serving as a billboard for the vibrant community within the building and inviting passersby to engage with the retailers.



Enhanced Daylight & View Access

Previously closed off, the lobby now welcomes daylight and unobstructed views of the State House and its beautiful grounds. This newfound openness fills the space with light, a connection reflected in the gradient pattern of the mosaic tile.





Unexpected Details

An oversized chandelier, floor to ceiling slatted wood screen, and unexpected pops of color evoke the playful and energized spirit of 1920s flappers. These design elements reflect the essence of the era, encouraging authentic connections and creating an environment where guests can relax and engage.



*The lobby features a vibrant
tapestry of connection, honoring
the spirit of the 1920s while
inviting a new era to thrive.*