



COMMERCIAL



LOOK
BOOK

volume 1



**ARCHITECTURE SHOULD
SPEAK OF ITS TIME AND
PLACE, BUT YEARN FOR
TIMELESSNESS.**

FRANK GEHRY

COMMUNITY DESIGN

As more and more Americans migrate toward the allure and prosperity that large cities offer, they're still looking for a sense of community. Because of that, design is of utmost importance. When done right, it can inspire potential, turn strangers into friends and help turn an address into a destination.

Consider the following opportunities at the start of your next community design:

VARY THE HEIGHT, COLOR AND TEXTURE OF YOUR FACADE SO IT COMPLEMENTS THE SURROUNDING AREA.

MAXIMIZE WINDOW COUNT TO INCREASE NATURAL LIGHT AND MAKE SPACES FEEL LARGER AND INVITING.

**DESIGN FOR THE SITE;
DON'T USE A STOCK PLAN.**



To learn more about this project, visit NICHHA.COM/FORD-ICE-CENTER-CASE-STUDY



FORD ICE CENTER ANTIOCH,
DAVIDSON LIBRARY
& COMMUNITY CENTER
Nashville, TN | Illumination

Nashville turned a struggling shopping complex into a hub of community services, including a hockey practice arena, library, and community center. The design team used a series of custom color Illumination panels to create three functional spaces that are unique yet complementary. In doing so, nearby neighborhoods and the surrounding retail and commercial area benefitted by attracting more people to the vicinity and creating a more stable business environment.



**ARCHITECTS WERE LOOKING
TO ACHIEVE TWO OBJECTIVES:
DRAW INSPIRATION FROM A
NEIGHBORING MURAL AND USE
LEED BUILDING MATERIALS.**

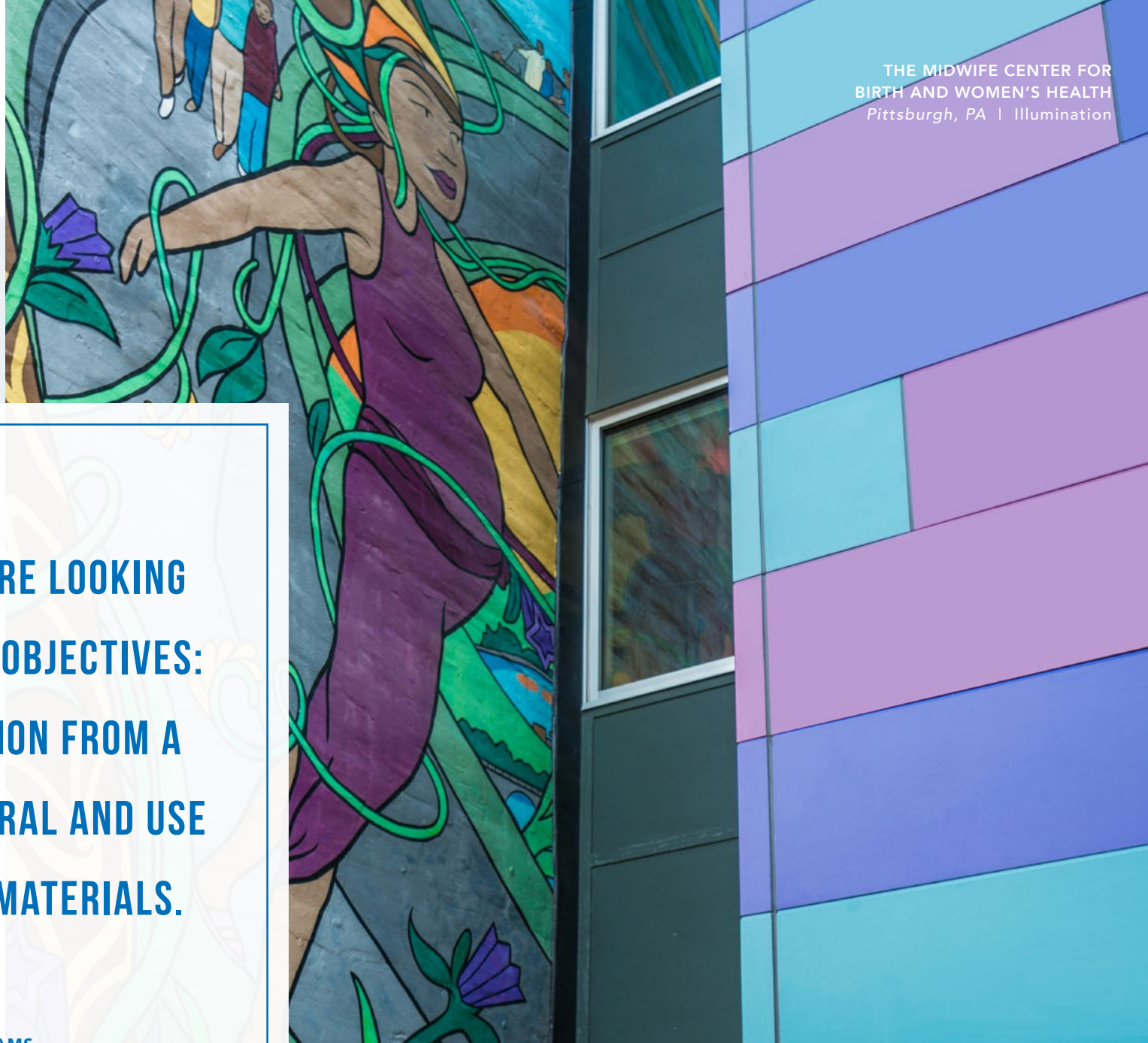
SEAN WILLIAMS
REGIONAL SALES MANAGER

Your design has the opportunity to support and enhance the local community.

In working on The Midwife Center for Birth and Women's Health, Rothschild Dyno Collaborative architects chose Nichiha Illumination panels to provide the custom color and distinct design they were looking for to complement the community, while also helping to contribute to LEED credits.

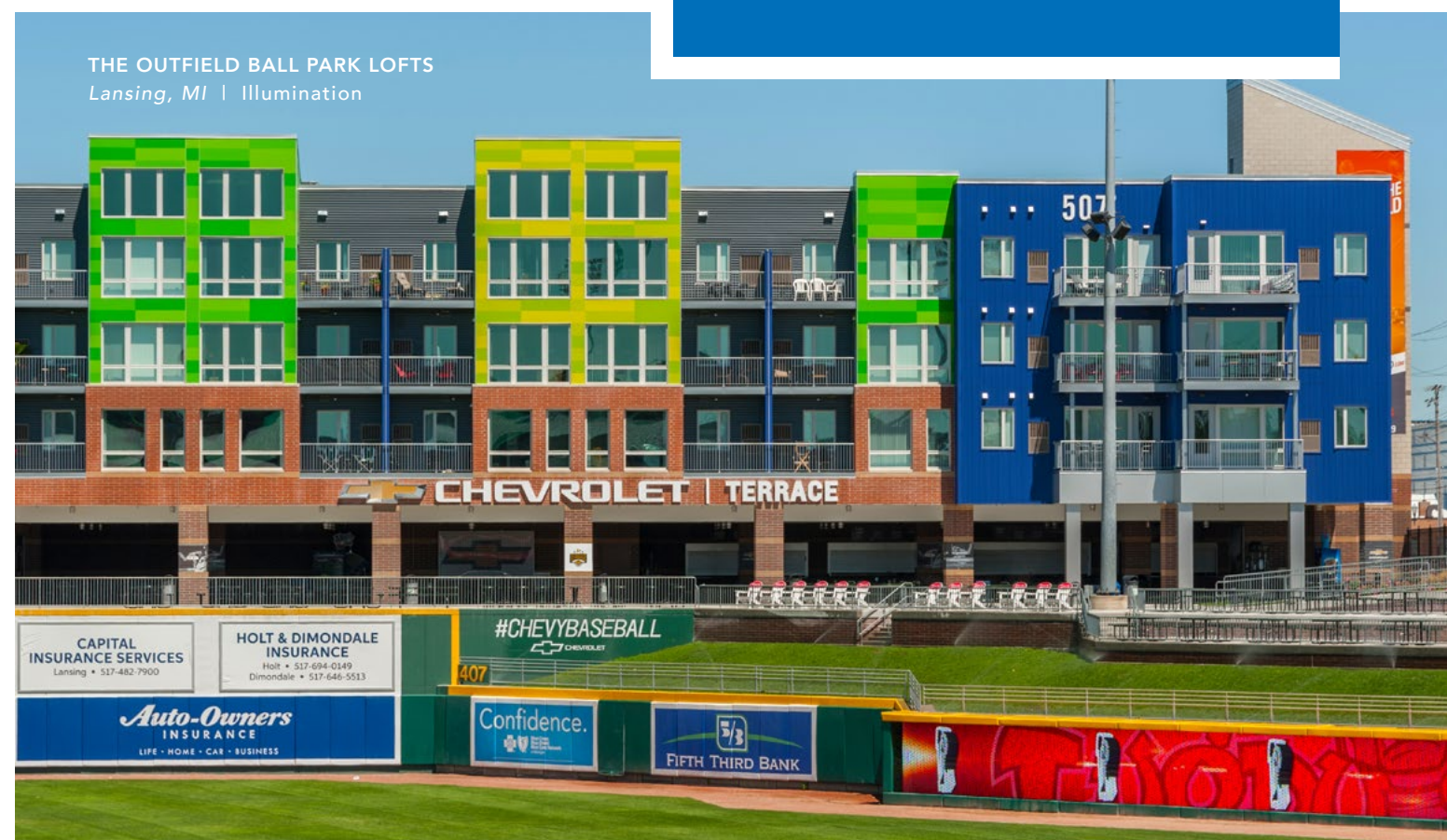
Now, instead of bringing in a new design style, the center supports an already successful component.

THE MIDWIFE CENTER FOR
BIRTH AND WOMEN'S HEALTH
Pittsburgh, PA | Illumination



The Outfield Ball Park Lofts surround Cooley Law School Stadium in Lansing, Michigan. Architects used color cues from the ball park and surrounding area to make the apartments feel like an extension of the game. Their location, along with a bold, youthful exterior design, keeps residents at the heart of downtown activity.

THE OUTFIELD BALL PARK LOFTS
Lansing, MI | Illumination



HEALTH + WELLNESS

Design is about more than looking pretty. It's about supporting the health and wellness of present and future occupants. Truly great design can factor in elements to enhance both building air quality and the mental health of its inhabitants. Let's explore three ways this can be accomplished.

POINTE MEADOWS HEALTH & REHABILITATION
Lehi, UT | VintageWood



GREEN PRODUCTS | Choose green, sustainable products to use in your design, including durable bamboo and cork flooring, solar panels and fiber cement siding.

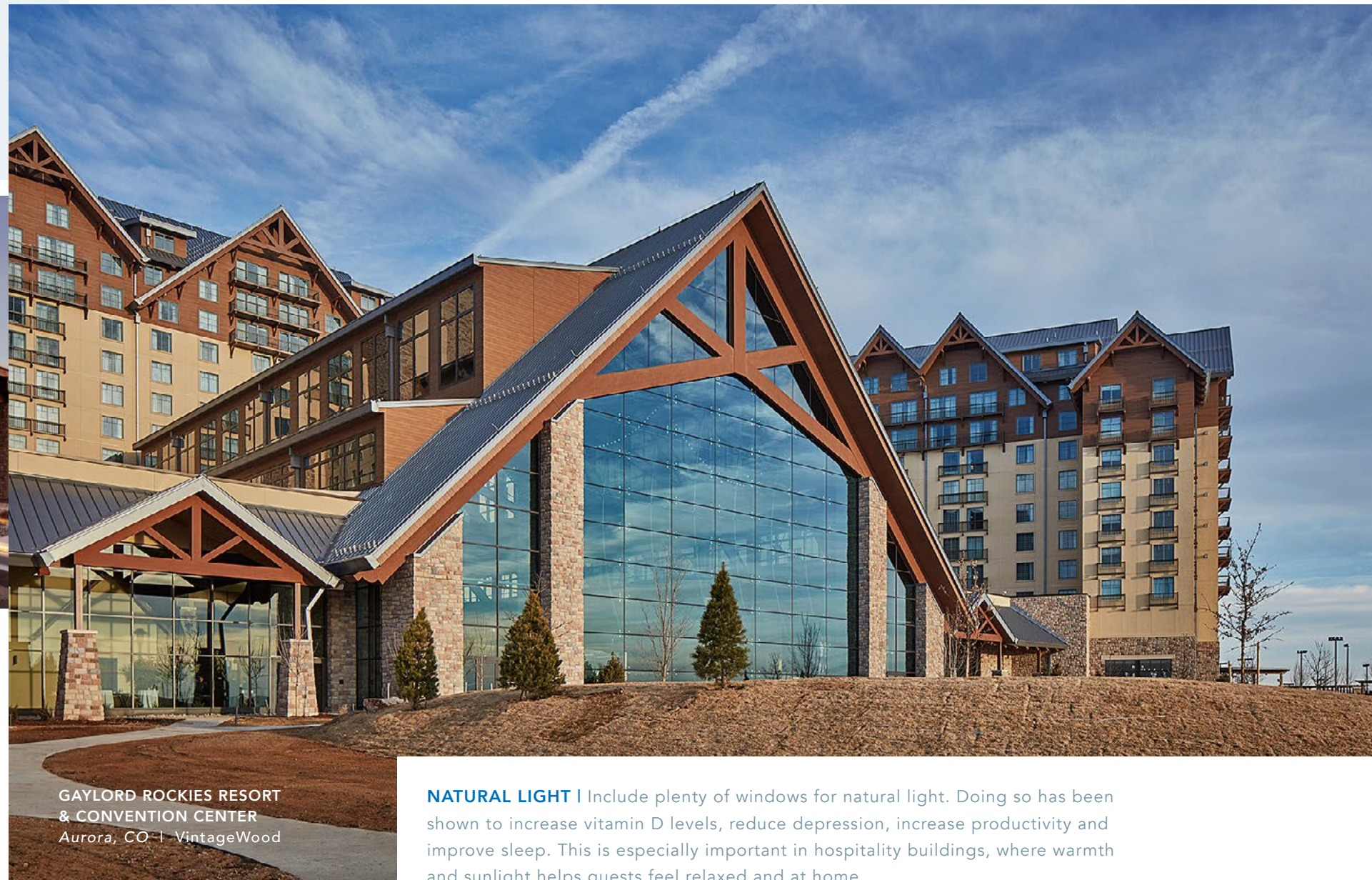


To learn more about this project, visit
NICHHA.COM/GAYLORD-ROCKIES-CASE-STUDY



BRING THE OUTDOORS IN

Nature makes us feel relaxed and calm, but we spend most of our days indoors. By bringing the outdoors in, you can help alleviate stress. Try using natural color palettes with blues and greens and natural materials such as wood and cork.



GAYLORD ROCKIES RESORT
& CONVENTION CENTER
Aurora, CO | VintageWood

NATURAL LIGHT | Include plenty of windows for natural light. Doing so has been shown to increase vitamin D levels, reduce depression, increase productivity and improve sleep. This is especially important in hospitality buildings, where warmth and sunlight helps guests feel relaxed and at home.



**THE DESIGN CONCEPT WAS
ALL ABOUT CREATING AN
ENVIRONMENT THAT HAD
A STRONG CONNECTION WITH
NATURE FOR THE PATIENTS.**

L. KENT DOSS
PRINCIPAL, ARRAY ARCHITECTS

Drawing inspiration from esteemed healthcare design researcher Roger Ulrich, the design team sought to integrate principals of ecotherapy — the idea that wellness and healing can be improved through interaction with nature. Critical to this strategy is utilizing building materials that convey sensitivity and calmness during the healing process.

SCULLY-WELSH CANCER CENTER
Vero Beach, FL | VintageWood



To learn more about this project,
visit NICHIA.COM/SCULLY-WELSH-CANCER-CENTER-CASE-STUDY

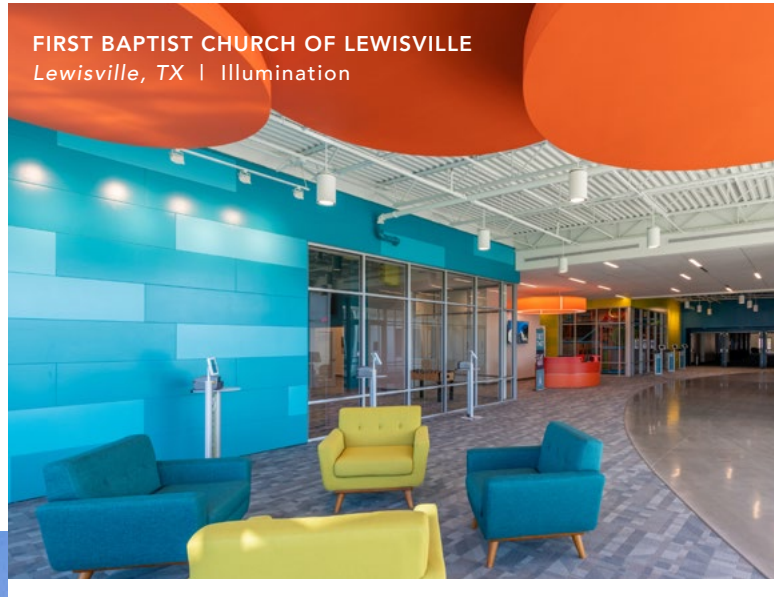
THE IMPORTANCE OF COLOR

Color plays a critical role in design. It's the difference between a positive environment and a negative one. It can make employees more productive, increase guest appetites and help students learn more effectively. Research has even shown that the light emitted by different colors can alter blood pressure, pulse, breathing, brain activity and biorhythms. It can even reduce nervousness, uneasiness, loss of interest and behavioral problems.

When choosing colors, it's important to think about what feelings or emotions you want to evoke. For most people, to produce feelings of calmness, go for cool colors, such as greens and blues. To evoke feelings of liveliness, energy, happiness and excitement, try using yellow furniture.



The designers of First Steps Preschool tied in the same blue Illumination panels on the outside of the building into the interior. Orange accents and green decor complement the space, making it perfect for little ones to be inspired.



Designing modern schools is an investment in the future; one that encourages students to thrive in creative and interactive environments that nurture success. Here, color plays an important role. In the classrooms of younger students, use bright, bold colors such as red and orange to draw and keep their attention, but use cooler colors for older students to keep them focused on the task at hand.

School entrances, hallways and exteriors are a great platform to show school colors to generate a sense of community. Use stronger colors to uplift the energy in the walk between classes, balanced out with neutrals to avoid overstimulation.



SCHOOL SPIRIT | Incorporating the bold use of yellow and green Illumination panels at the building's entrance gives Franklin Elementary students a sense of energy as they start each day.



To learn more about the use of color in educational designs, visit [NICHHA.COM/BLOG/EVOLUTION-OF-DESIGN-TRENDS-IN-EDUCATION](https://www.nichiha.com/blog/evolution-of-design-trends-in-education)

USE DESIGN TO DIFFERENTIATE

First impressions are important, and exterior design can play a significant role in setting the expectations users have with your brand. Combining finishes, textures and dynamic angles gives a building visual interest and a fresh, modern feel.

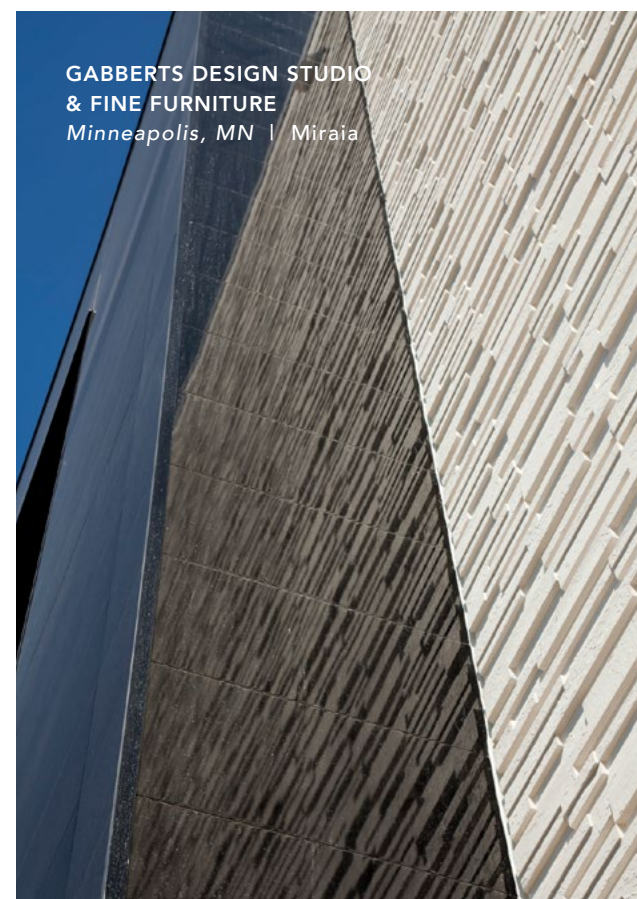


HUB CITY VETERINARY CLINIC
Lubbock, TX | Ribbed + VintageWood

The dimensional quality of Nichiha's Ribbed panels combined with the warmth of VintageWood creates a unique and inviting look to this veterinary clinic in Texas.

Gabberts Design Studio utilized Miraia—a high gloss fiber cement panel—to make its exterior design stand out. The contrast between the black reflective siding and the textured white stone is sure to catch your attention.

Paul Bunyan Communications also used multiple looks to make their building unique. The combination of large windows, warm wood and highly reflective Miraia panels—all under an angled roofline—make this modern and welcoming at the same time.



GABBERTS DESIGN STUDIO
& FINE FURNITURE
Minneapolis, MN | Miraia



PAUL BUNYAN COMMUNICATIONS
Grand Rapids, MN | Miraia + VintageWood



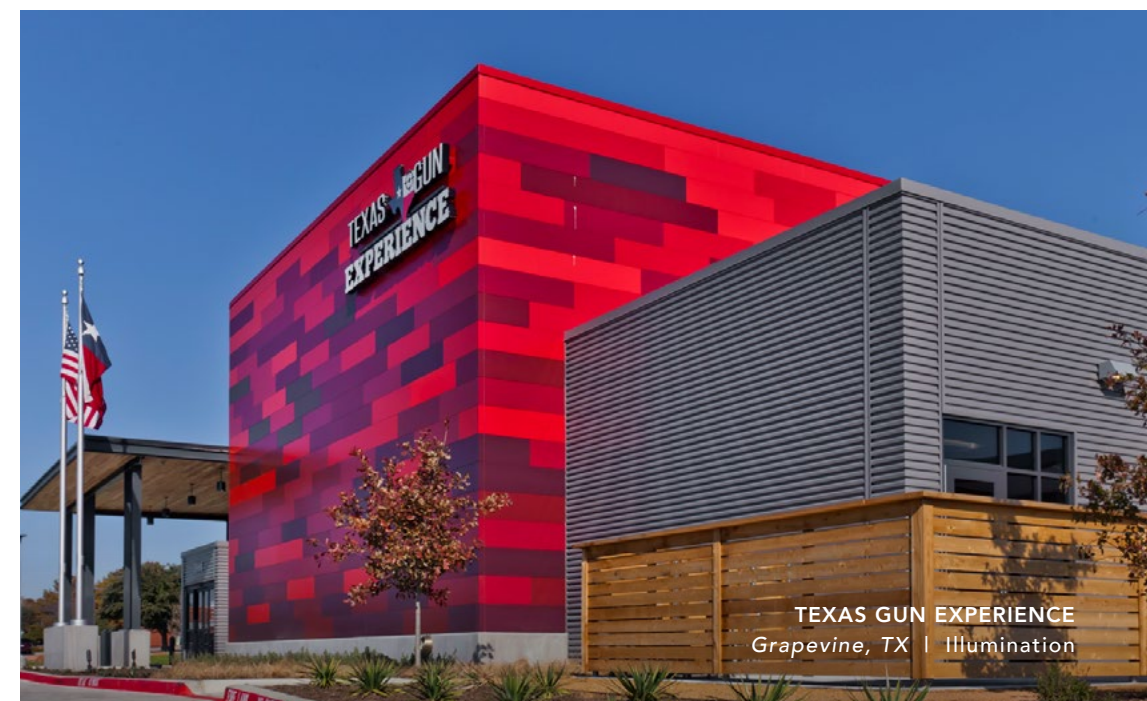
ROYALTON COLLECTION
Strongsville, OH | Illumination

“

THE SKILLFUL USE OF EXTERIOR
COLOR FOR COMMERCIAL
BUILDINGS MAKES A STATEMENT
ABOUT THE COMPANY BRAND,
CREATING AN OPPORTUNITY
TO STAND OUT OR MAKE
A STATEMENT TO CUSTOMERS.”

JEFF ALEXANDER, *Building Design + Construction*

USE DESIGN TO DIFFERENTIATE



TEXAS GUN EXPERIENCE
Grapevine, TX | Illumination

This company based its design scheme on its home state flag colors. They took full advantage of Illumination’s custom color capabilities, then balanced the bold red panels with textures like metal and wood.

Consider the weather when designing, including canopies, heaters or even fireplaces, so the space can be used year-round.



DESIGNING OUTDOOR SPACES

Whether you're designing for employees, guests or students, outdoors spaces have been shown to help relieve stress and boost overall happiness and well-being. More and more, builders are recognizing the importance of having an outdoor environment that lets people relax and refocus.

When designing an outdoor space, make sure to include plenty of trees, bushes and flowers to maximize the power of the space. Ensure there are plenty of flexible seating options for guests to meet and relax, and consider incorporating thoughtful details like landscape lighting and easily accessible outlets.



CREATIVITY BOOST | Recent research has shown that spending time in nature can lead to increased focus, improved creative thinking and problem solving. Outdoor courtyards like this one at Red Hawk Elementary give students a chance to refresh during a full day of classwork.

RED HAWK ELEMENTARY
Erie, CO | Illumination



OUTDOOR OFFICE | This office created an outdoor space for employees to eat, work or even have meetings. Easily moveable chairs encourage flexible seating, and floor-to-ceiling windows on both sides allow people to work in the comfort of the indoors while still enjoying the view outside.

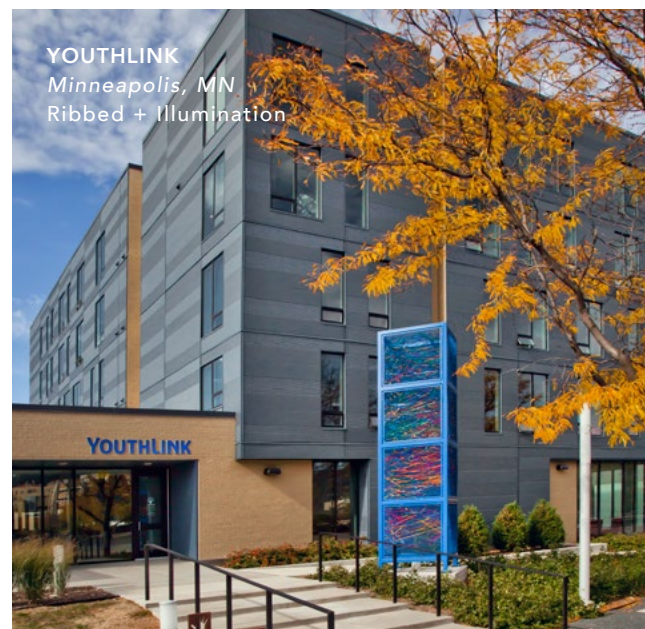
HIGHLANDER APARTMENTS
Omaha, NE | Illumination + VintageWood



HENRY FORD DETROIT PISTONS
PERFORMANCE CENTER
Detroit, MI | IndustrialBlock



YOUTHLINK
Minneapolis, MN
Ribbed + Illumination



FEELING INSPIRED?

Whether you're a builder, architect, or just a champion of good design, we hope you've found inspiration for your next project. At Nichiha, we believe in the power of possibilities, and we offer a wide range of commercial design styles backed by the strength and durability of fiber cement.

For more information about our full line of products or to view some of our favorite projects, visit us online by clicking below:

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