Luchetti Design

We are a team of architects, industrial and graphic designers that provide product and industrial design ranging in scale from building signage to interior micro-architecture systems. We work on a few projects at a time with the active participation of our most experienced staff. Our clients include public and private institutions, major corporations and private developers, civic authorities, and individuals.

Our work process is thorough and intense. Extensive background research on existing products, markets and client and user expectations is the fundamental basis of our work. We are skeptical of "innovation" as an end in itself. Sometimes we find that the optimum response to a project already exists. If through this discovery process our clients establish the criteria for a new approach, we complete iterative hands on concept development and scale prototyping by exploring and prioritizing multiple options. Through a comparison and prioritization process, an optimum approach is established which leads to our building and testing multiple full-scale prototypes with the active participation of probable manufacturers and materials vendors. The completion of the process involves our working closely with a client's manufacturing and marketing team as they take over the ownership of the project.

Luchetti Design's work has been widely published based on the receipt of significant international and IDSA design awards.

Experience:

- Interior micro-architecture and building systems
- Lighting fixtures, application and systems
- Furniture and furniture systems, including engineering and production services
- Academic, institutional and corporate office work environments
- Learning environments and furniture for classrooms, training rooms and conference centers
- In depth market research for application to new product development
- Technology and audio/visual media integration in kiosks, computer support furniture, presentation and interactive environments
- Exhibits for museums, trade shows, including interactive and participatory exhibits
- Retail and showroom displays
- Environmental signage and graphic design
- Interactive web site design and deployment
- 3D animation

Capabilities:

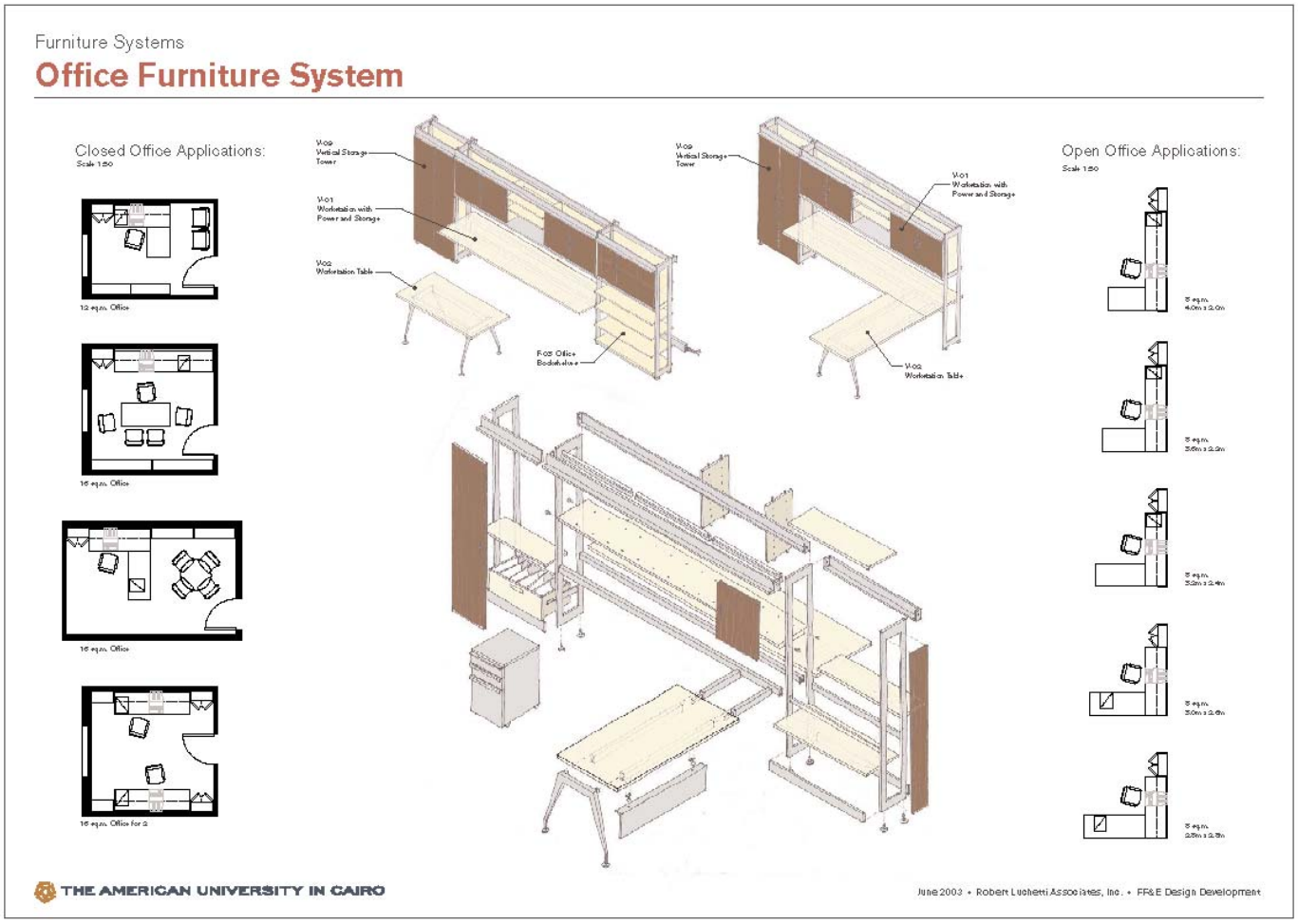
- In house model and prototype workshop
- 3D CAD still and motion modeling
- Rapid prototype development
- Internet data base CAM interface design
- Product and services market research: size, consumption, economics, and demographics
- Anthropometrics analysis and application
- Graphic design and illustration: print and web based
- Museum and corporate exhibit design and fabrication
- Spectator seating layout and lines of sight analysis for large format projection
- Technical materials research and sourcing
- Historical research and restoration
- International sourcing and partnerships
- Sign and exhibit technology and fabrication

Luchetti Design

2003	**The American University in Cairo Typical Space Design**	Cairo, Egypt
	The American University in Cairo Signage System	Cairo, Egypt
	Learning Environments and Furniture in U.S. Higher Education Market Analysis for Vecta Furniture	Grand Prairie, Texas
2001	**WGBH Educational Foundation Headquarters Lobby Exhibit**	Boston, Massachusetts
	PTC Corporation Lobby Exhibit	Needham, Massachusetts
	Fidelity Investments Dow Wall Exhibit	Boston, Massachusetts
2000	**Full Height Interior Wall Systems Domestic Industry Analysis for Knoll Furniture**	New York, New York
	Fidelity Investments Retail Investor's Kiosk	New York, New York
1999	**Fidelity Investments Equity Trading Desk, Equity Trading Floor**	Boston, Massachusetts
	Fidelity Investments Center for Applied Technology Demo Lab	Boston, Massachusetts
	14 Series Table Collection	Cambridge, Massachusetts
1998	**The Boston Consulting Group Global Services Exhibit**	Boston, Massachusetts
1997	**Fidelity Investments "InfoPods"**	Boston, Massachusetts
	Fidelity Investments Technical Research Chart Room	Boston, Massachusetts
1995	**LEGO Exhibit, Museum of Science**	Boston, Massachusetts
	Fort Point Channel Historical Bridges Exhibit	Boston, Massachusetts
1994	**Turnstone/Steelcase Inc. Groupwork Furniture System**	Grand Rapids, Michigan
	Turnstone/Steelcase Inc. Go Configure Furniture System	Grand Rapids, Michigan
1993	**Prototype Video Kiosks and Carts**	Cambridge, Massachusetts
1992	**Steelcase, Inc. "Level 3 Adjustable" Adjustable Height Video Terminal Stand**	Grand Rapids, Michigan
1991	**Steelcase, Inc. "Easel" Mobile Display Panel**	Grand Rapids, Michigan
	Steelcase, Inc. "Commons" Phase II Open Office Group Work Settings	Grand Rapids, Michigan
	FORMA Hospital System	Grand Rapids, Michigan
1990	**The University of Michigan Integrated Technology Instruction Center**	Ann Arbor, Michigan
	Steelcase, Inc. Pathways Interior Architectural System	Grand Rapids, Michigan
	Steelcase, Inc. "Elmer" Computer Electronic Conference Furniture	Grand Rapids, Michigan
1989	**Steelcase, Inc. "Commons" Phase I Open Office Group Work Settings**	Grand Rapids, Michigan
	Mondo Materialis	New York, New York
1988	**LEGOCOM Advanced Concept New Office Furniture, Steelcase, Inc.**	Grand Rapids, Michigan
1987	**507 Series Table Collection**	Sausalito, California
1986	**United Technologies Exhibit System**	Hartford, Connecticut
1985	**Dennis Raubon Tile**	Wrexham, United Kingdom
1983	**International Competition for a New Office Furniture**	The French Ministry of Culture, Paris, France
1978	**Solar Energy and Conservation Exhibit, USERDA**	Washington, D.C.

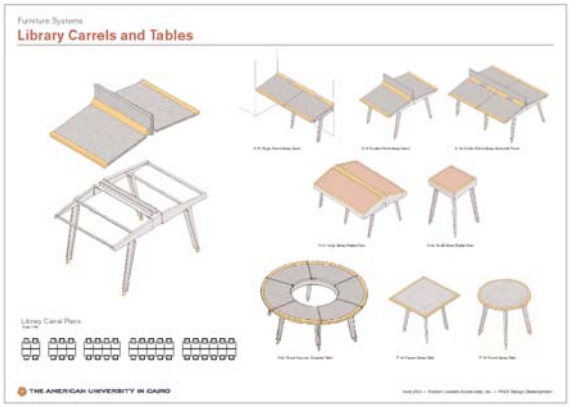
American University in Cairo Furniture Design

Cairo, Egypt 2002- current

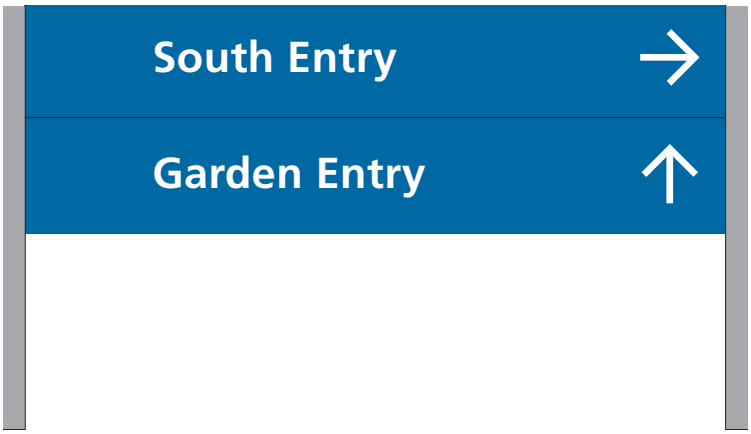


A custom system of academic furniture

To furnish a new university in a developing country, a comprehensive system of academic furniture was created, from classroom tables and chairs to dormitory lofts. The design solution emphasizes local manufacturing, materials and crafts, both traditional and industrial. Systems of inter-related parts allows considerable flexibility of use.

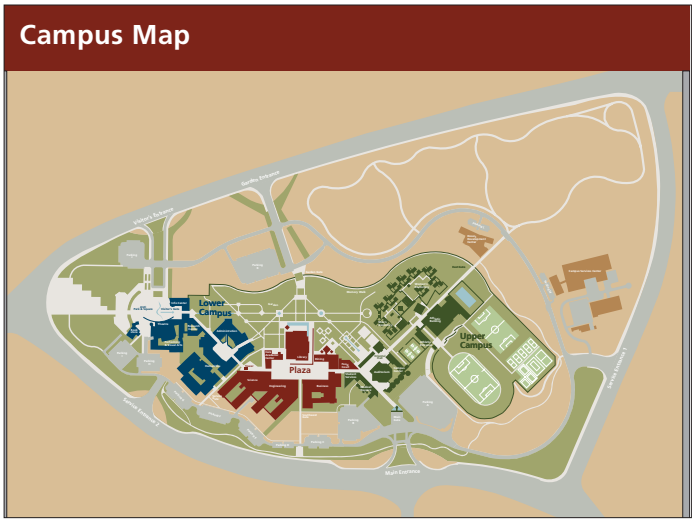


The American University in Cairo Signage System
Cairo, Egypt 2003

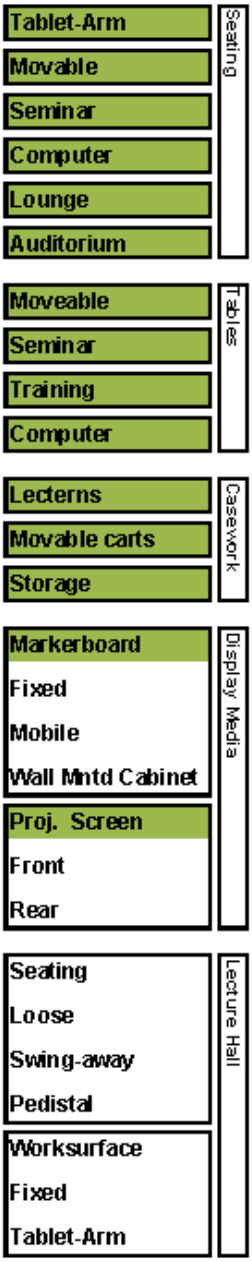


A complete signage and wayfinding system for a new university campus site and buildings

A comprehensive graphics, signage and wayfinding system for the entire exterior site and interiors for the new AUC Cairo campus consisting of 83 sign types constructed using 23 common fabrication details. The program includes identification, wayfinding, information, safety, vehicular traffic and building naming signs and campus and building location maps. An exploration of alternative wayfinding and naming strategies with a University task force was lead by Luchetti Design who was also responsible for all of the graphic and sign design and the sourcing of the fabrication and installation of the signs using locally available Egyptian vendors and manufacturing technologies.



Learning Environments and Furniture in U.S. Higher Education
Vecta Furniture Company, Grand Prairie, Texas 2003



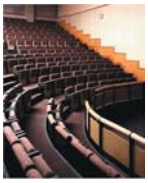
Luchetti Design conducted in depth market and product research on the higher education furniture industry in the U.S. to advise Vecta Furniture regarding potential new product and services. The purpose of the study was to identify and analyze trends, existing products and performance features to determine if and how new opportunities might fit into Vecta's product portfolio and existing market position as the "Learning Environments" company.

General Classroom
HEGIS 100

Computer Lab
HEGIS 200
400

Seminar Room
HEGIS 100

Auditorium
HEGIS 600

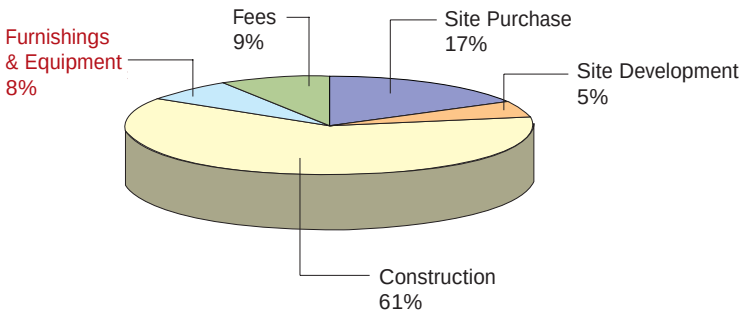


Lecture Hall
HEGIS 100

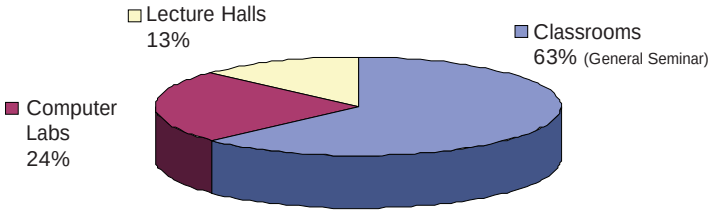
Informal Spaces
HEGIS 400
600

A research analysis of trends, products and opportunities for learning environments and furniture in higher education facilities

Total College Construction
"How the Dollars are Spent"



Learning Environments
*as a percentage of total seats

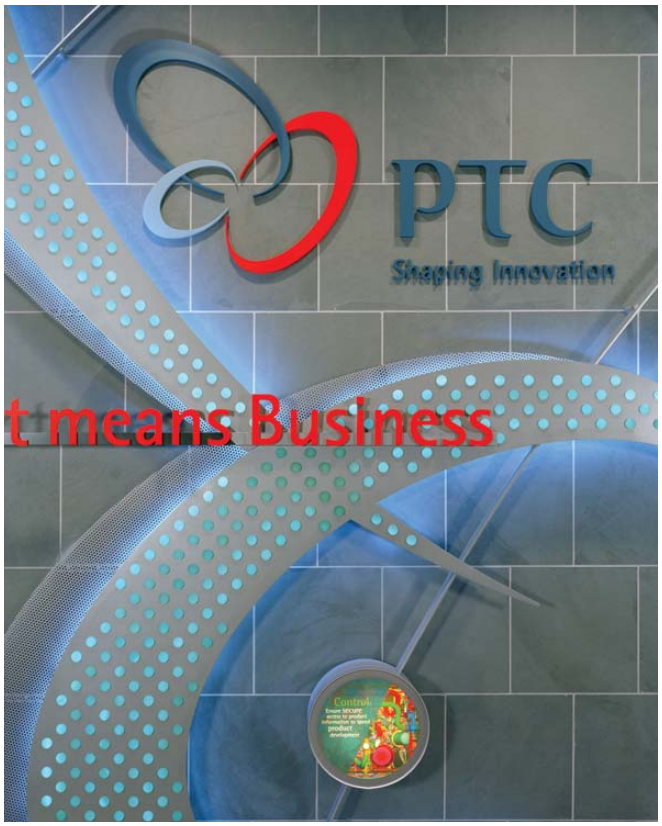


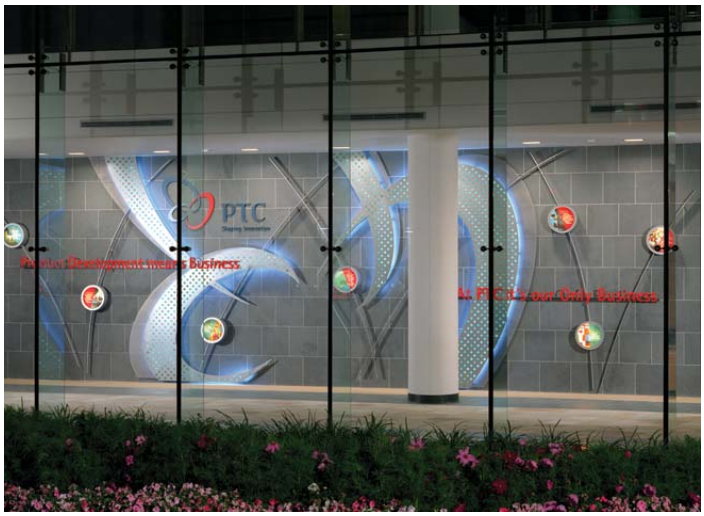
WGBH Educational Foundation
Headquarters Lobby Exhibit
Boston, Massachusetts 2001

Digitally printed easily updateable fabric backlit displays to present major benefactors and broadcast awards.

WGBH, a major international public broadcasting network, recently completed this new exhibit in their main entrance lobby to provide an easily updateable means of better acknowledging their ever growing roster of major benefactors and broadcast awards. The long lists of names and awards are digitally printed on easily replaced removable back lit vertical Mylar and fabric panels which are stretched over horizontal support bars in front of a light boxes which provide rear illumination. A "trophy" case is included within this display to showcase the actual awards.

PTC Corporation, Lobby Exhibit
Needham, Massachusetts 2001





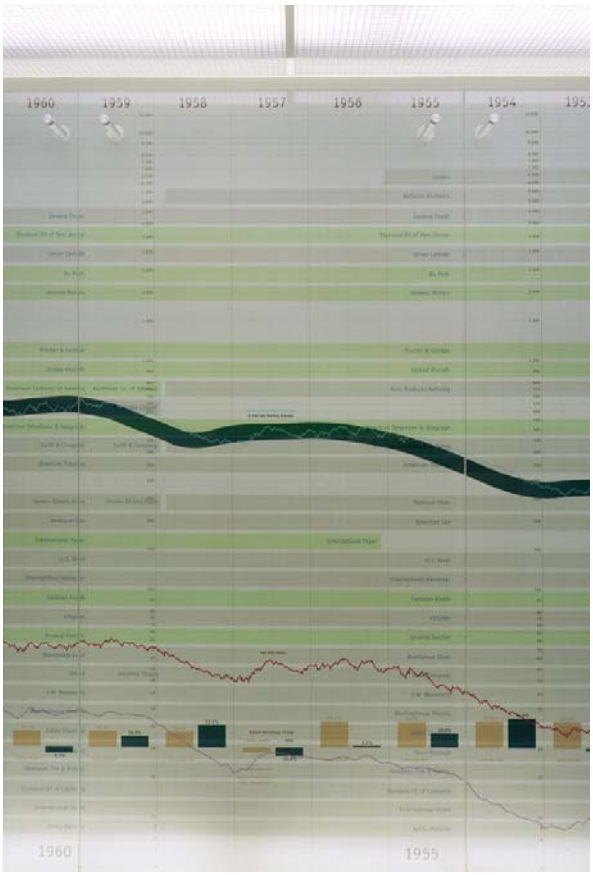
Back lit metal arcs and planes representing the corporations dynamic identity

The products and services of Parametric Technologies Inc., the major CAD/CAM Software provider are featured in this corporate identity and educational lobby wall exhibit. The back-lit design illustrates the specialties of the company and brings together the different parts, with perforated metal panels, interchangeable graphics and halogen lighting. At night, the glass facade of the building reveals the illuminated sign within.

Fidelity Investments Dow Wall Exhibit
New York, New York 2001

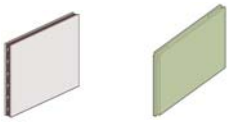
A 150 foot long display of a 100 year history of the Dow Jones Industrial Average and Fidelity's investor holdings

This is the world headquarters for Fidelity's Fund Management and Research Company Equity Trading Group. This exhibit presents financial index information to visitors in a multi-layered visual graphic chart format showing performance over time. The center exhibits a 150 foot long full height public display of a 100 year history of the Dow Jones Industrial Average which visitors pass by as they approach the main trading floor.



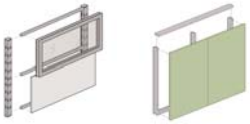
Knoll Furniture
New York, New York 2000

Movable



High Technology | Low Technology

Demountable



High Technology | Low Technology

Movable/Demountable

High Technology

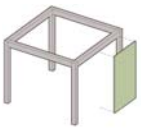
Full Height Stackable

High Technology

Storage

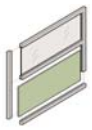
High Technology

Post and Beam



High Technology

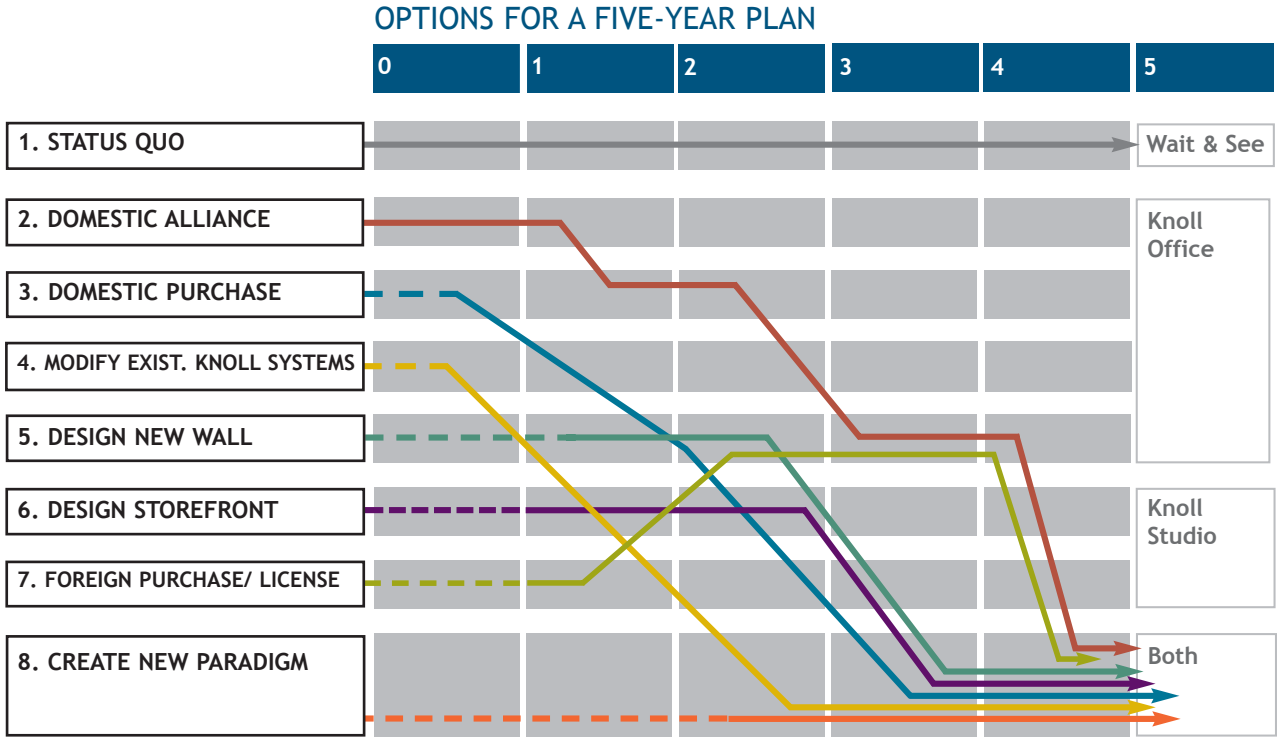
Interior Storefront



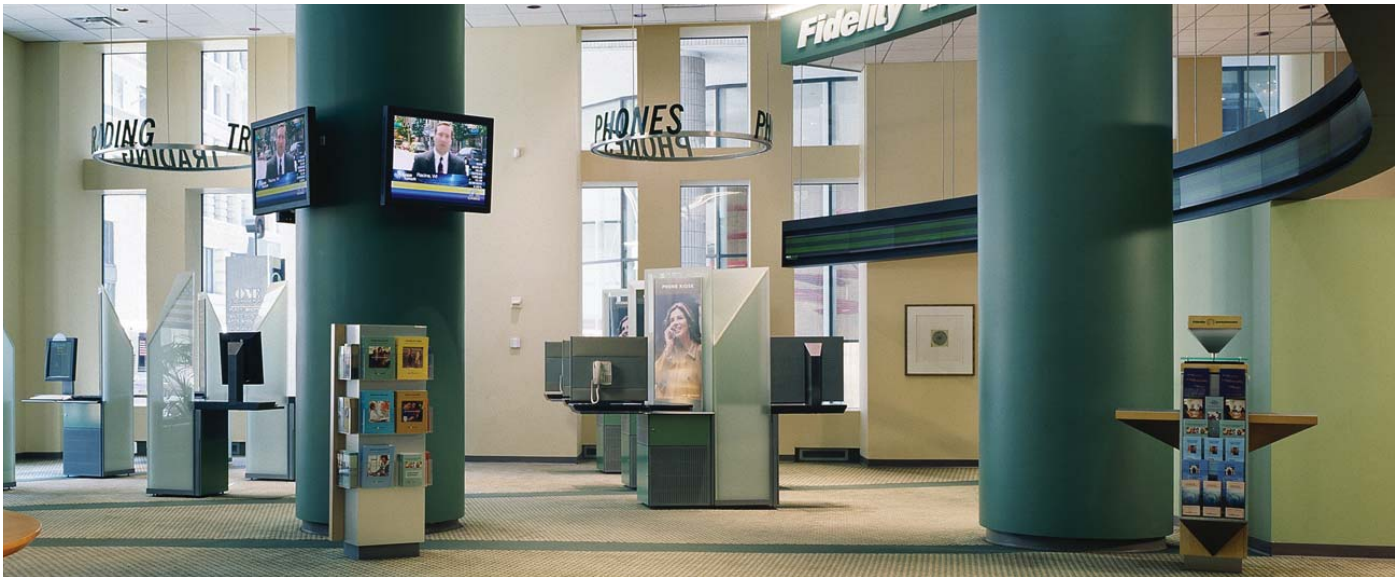
Low Technology

Explore the feasibility of existing and new product concepts

Luchetti Design conducted in depth market and product research on the interior movable and demountable wall systems industry in the U.S. to advise Knoll Furniture regarding potential domestic and overseas product development in this field. The intent was to explore the feasibility of existing and new product concepts and if and how they might fit in to Knoll's product portfolio for fitting out interior office workspace including partial and full height enclosed work settings.



Fidelity Investments Retail Investor's Kiosk
New York, New York 2000

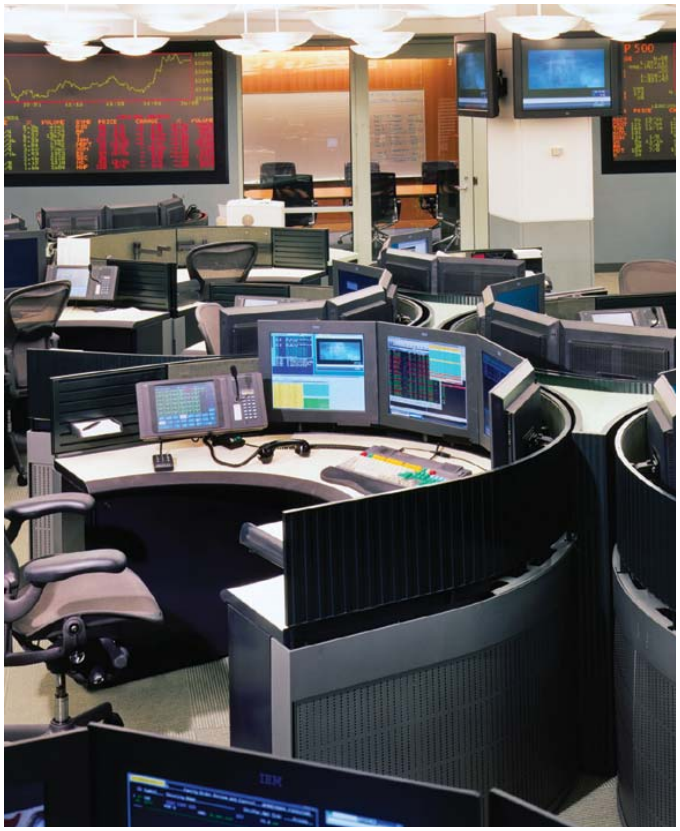


A stand-alone object that can be grouped into a series of forms for different functions

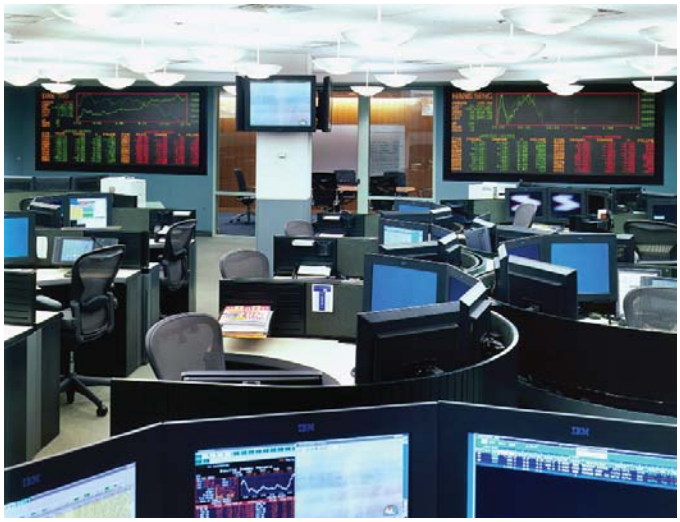
Fidelity Investments required a modular system of interactive kiosks to be deployed at retail investment centers in major metropolitan areas for walk-in customers. The kiosk is designed as a stand-alone object that can be grouped into a series of aggregate forms for different functions: a self-service Trading station, a phone booth and a larger scale "Discovery" station. Each kiosk can house a computer, printer, telephone, keyboard/ mouse and a large flat panel display.

Interactive kiosks deployed at retail investment centers throughout the U.S.

Fidelity Investments Equity Trading Desk, Equity Trading Floor
Boston, Massachusetts 1999

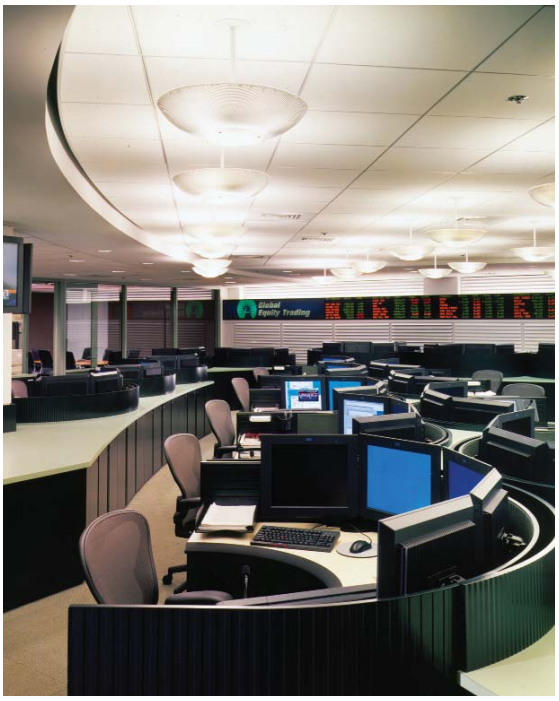


All technology is literally at arm's length



Circular Trading Desk surrounds Traders with multiple flat screen displays

The new Trading Desk acts as a "cockpit" where the Traders are surrounded by the technology and information of their trade. The design of the new desk was able to implement specific workflow and ergonomic programming data by accommodating up to five contiguous flat screen displays and custom telecommunications turrets in a small footprint area. Because all of the technology is literally at arm's length, the footprint of the workstation was kept to an absolute minimum. This feature is especially important because the Traders need to be as close to each other as possible to communicate effectively.



Fidelity Investments
Center for Applied Technology Demo Lab
Boston, Massachusetts 1999

Plug and play labs for exploring and presenting new technologies

As Fidelity's information technology headquarters, the Center is a series of specialized labs, plug-and-play conference rooms and exhibits that can be reconfigured to demonstrate new technologies. The Presentation and Demonstration Lab is comprised of overhead mounted sliding display panels that can be moved to create multiple uses of the same room. This strategy takes advantage of available technologies to allow for easy access to power and data while benefiting from the flexibility of a reconfigurable space solution.

14 Series Table Collection
Cambridge, Massachusetts 1999

Universal table leg made from one piece of folded steel

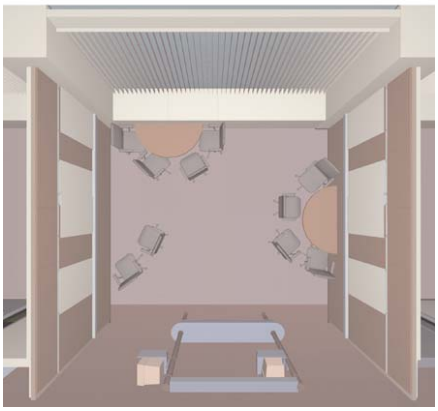
The intent of this project was to support table tops of virtually any material on standardized components. The key element is a leg that is made from a single piece of folded steel. The legs may be attached directly to rigid materials or they may be strengthened by supplementary stiffeners. Table tops may have stone, wood, translucent plastic or painted finishes.

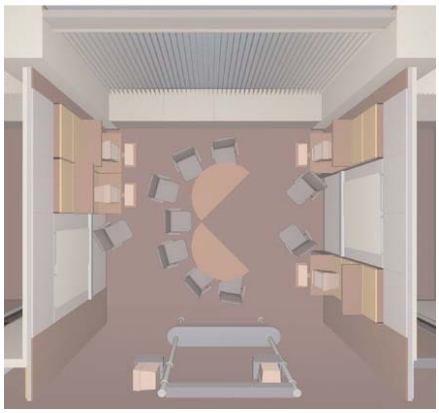
The Boston Consulting Group Global Services Exhibit
Boston, Massachusetts 1998

Explore BCG's global reach, emphasizing their worldwide business mission, services experience

This exhibit reveals BCG's global reach, emphasizing their worldwide cross-cultural business experience, and helps give a sense of shared identity to their employees and to visitors. The montage focuses on different components of the company's global services: there are images of each of the 47 cities where there is an office, BCG's Mission Statement, a representation of each of their "Practice Groups," an electronic solar clock map of the world, and even a photograph of the Boston headquarters location from space.

Fidelity Investments InfoPods
Boston, Massachusetts 1997





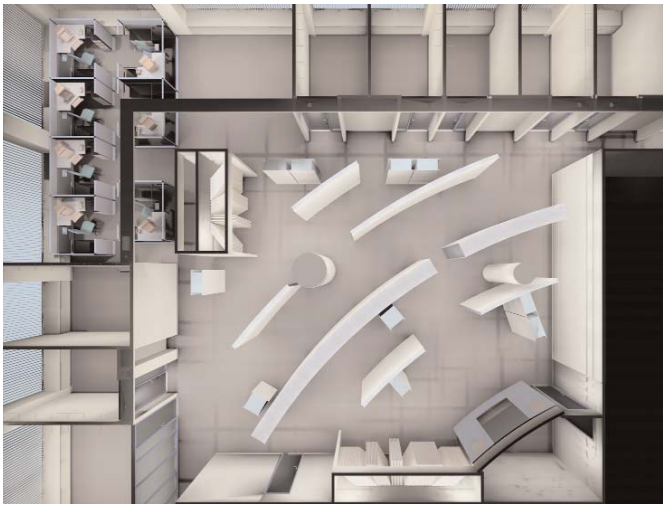
Technology, meeting, and display areas for Portfolio Managers and Analysts to access real time market data

Distributed six per floor, these spaces are utilized by the investment firm's Portfolio Managers and Analysts and are organized into three types: closed, semi-closed and open. The InfoPod is comprised of four computer stations that support market data services, reconfigurable meeting tables and large track mounted sliding whiteboard displays. The stations are intended to be open armatures for team collaboration around real-time market data information technology that may be reconfigured, added to, or subtracted from to redefine the space over time.

Fidelity Investments Technical Research Chart Room
Boston, Massachusetts 1997

A no glare ceiling grid provides high levels of unobtrusive even illumination

The Chart Room integrates large-format paper charts with computer visualization on both PCs and rear projection equipment. Curved display walls - some stationary, others moveable on overhead tracks - were fabricated from vinyl clad steel sheet allowing charts to be positioned with magnets. Rolling walls, moveable display carts and computer equipment enable the space to assume different configurations and serve multiple functions for presentations, conferences and exhibits.



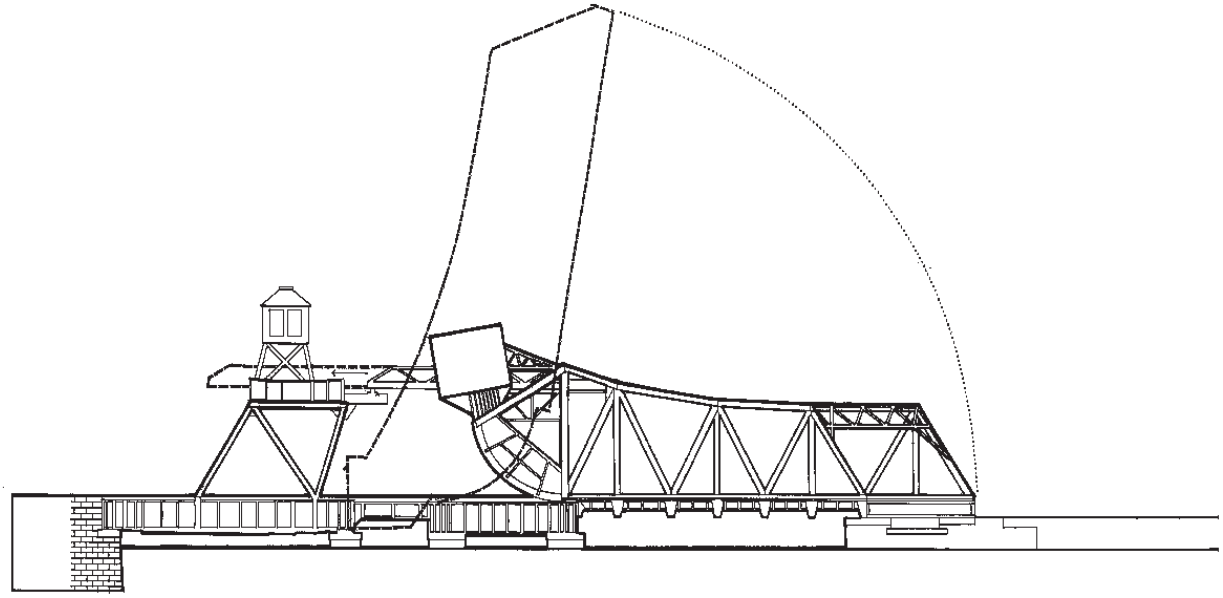
Lego Exhibit

Museum of Science, Boston, Massachusetts 1995

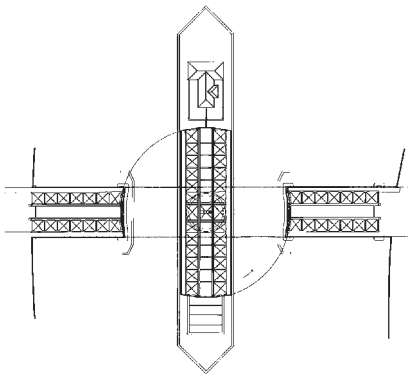
Interactive exhibit using LEGO elements to demonstrate basic physical, mechanical and structural principles to children

LEGO commissioned this traveling exhibit, which originated at the Museum of Science in Boston, to provide interactive displays using LEGO elements to demonstrate basic physical, mechanical and structural principles to children. Completed in association with Jeff Kennedy Associates.

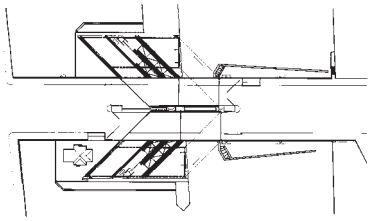
Fort Point Channel Historical Bridges Exhibit
Boston, Massachusetts 1995

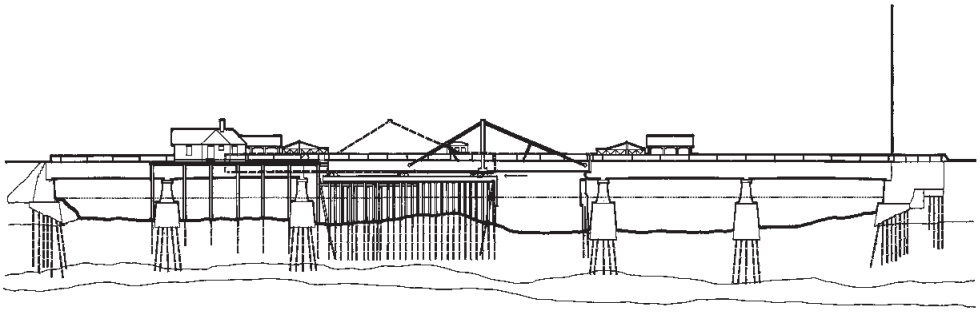


A public exhibit presenting the five major 19th century drawbridges that spanned the Fort Point Channel in Boston Harbor



This exhibit, sponsored by and exhibited at the Boston Society of Architects, was developed and presented by Robert Luchetti Associates. Based on our interest in industrial technology and history, we worked with a longstanding bridge conservation advocate, Mr. Mike Terrell to document and present the five major drawbridges spanning the Fort Point Channel in Boston Harbor. These bridges, most of which were slated to be demolished, represent the five common and different drawbridge technologies used throughout the U.S. in the 19th and 20th centuries. Each bridge was documented with new and historical photographs and drawings to create a permanent record of these structures.





Turnstone Groupwork Furniture System
Grand Rapids, Michigan 1993

A very simple and low cost "kit of parts" that supports collaborative teamwork in open and closed environments

This basic kit of parts was developed to provide the Turnstone brand with a very simple and low cost set of components that support collaborative work in open and closed environments. Mobile Easels come in various configurations of markerboard and tackboard and can support flip charts and Wall Track boards. Wall Track consists of a 96" long track that supports hang on markerboards, tackboards and flip charts. Mobile Tables can be reconfigured for meetings depending upon group size. These come in three shapes, rectangle, trapezoid and round which will accommodate most seating arrangements.

Turnstone/Steelcase, Inc.
Go Configure Furniture System
Grand Rapids, Michigan 1994

Worksurfaces are all a common depth of 26 inches which avoids the problem of having to combine the multiple depth surfaces

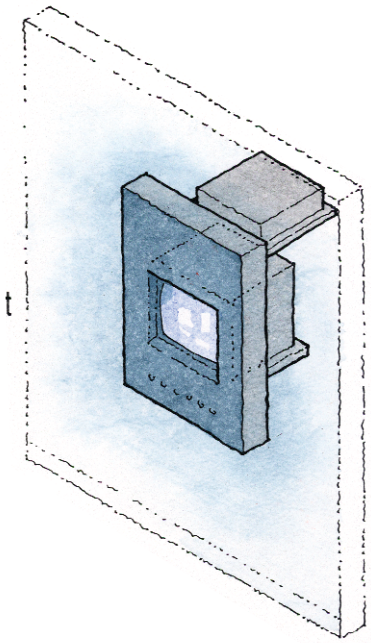
This low cost office furniture system is based in four simple components that can be configured into numerous worksettings fitting neatly into 5 x 5, 6 x 6 and 8 x 8 workstation footprints. Each straight or corner worksurface has a clear cable drop slot at the back which is uninterrupted between adjacent units thereby facilitating easy and complete cable lay-in into the integral beams/ troughs below. Worksurfaces are all a common depth of 26 inches, which is sufficient for computer use and avoids the pitfalls of having to combine the typical 24 and 30 inch deep surfaces most common in office furniture. Overdesk screens of two heights, 42 inch see-over transaction and no see-over 64 inch high can be easily added, along with overhead binder binds, tack-boards and slat wall accessories, to the worksurface components.

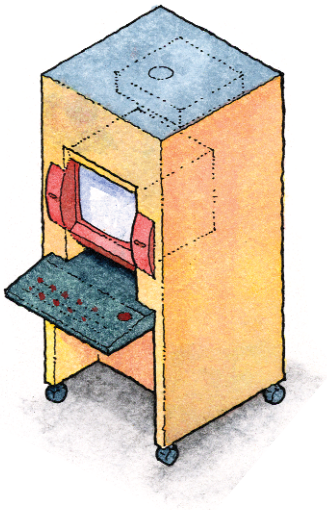
Prototype Video Kiosks and Carts

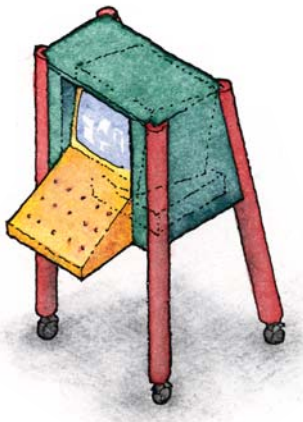
Cambridge, Massachusetts 1993

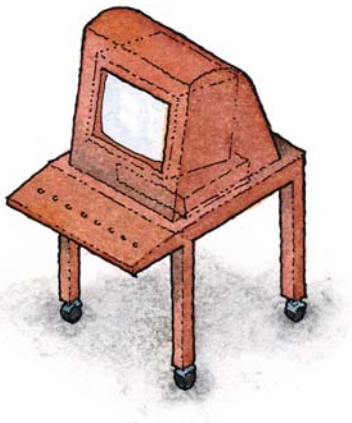
concept exploration for accommodating interactive video monitors in the form of kiosks, carts and modules

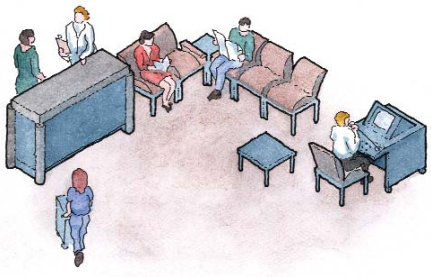
This design concept study was based on developing solutions for housing video monitors in the form of kiosks, carts and modules of varying dimensions. These elements had speculative application suitable for dispensing information in the context of building lobbies, museums, medical waiting areas, video stores, and other retail locations.

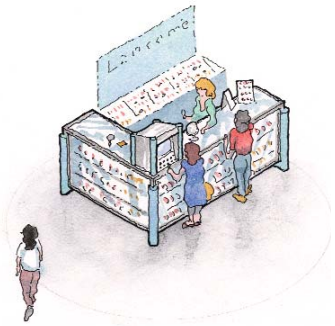


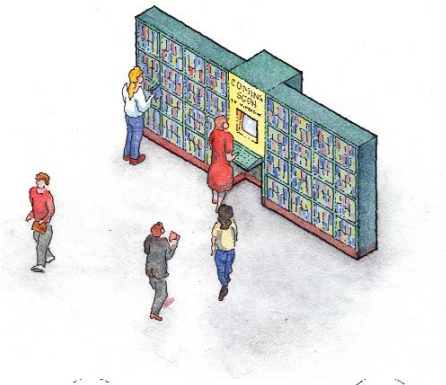


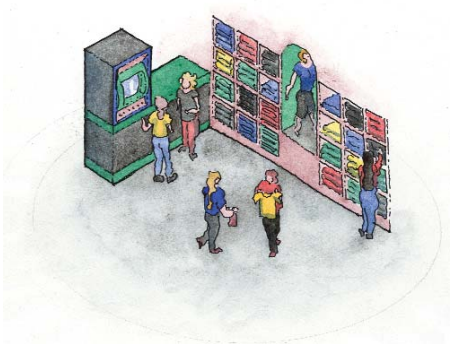


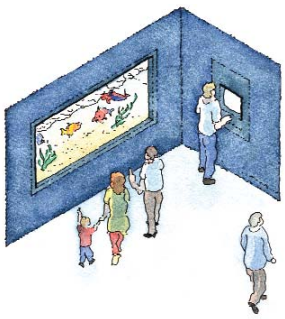


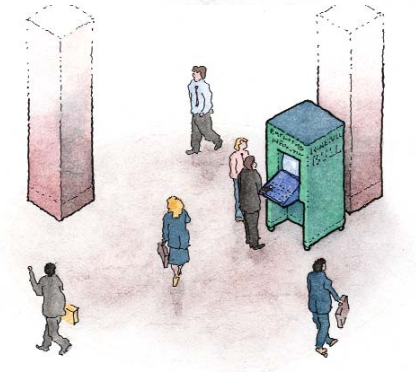












Steelcase, Inc. "Level 3 Adjustable"
Adjustable Height Video Terminal Stand
Grand Rapids, Michigan 1992

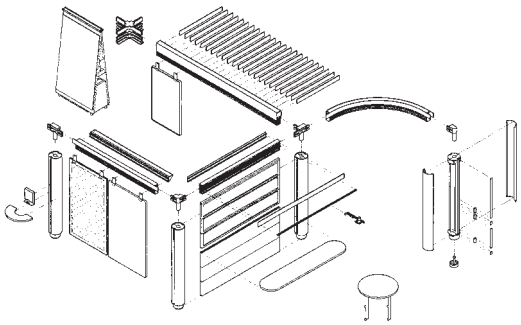
A heavy-duty adjustable computer support workstation that can be used from both a sitting and standing position

Through studies of ergonomics and human factors, the design team developed standard height ranges for keyboard and monitor shelves. The result was a heavy-duty steel workstation that could be used by more than 90% of the general population from both a sitting and standing position. It has independent hydraulic adjustment and meets ANSI code requirements.

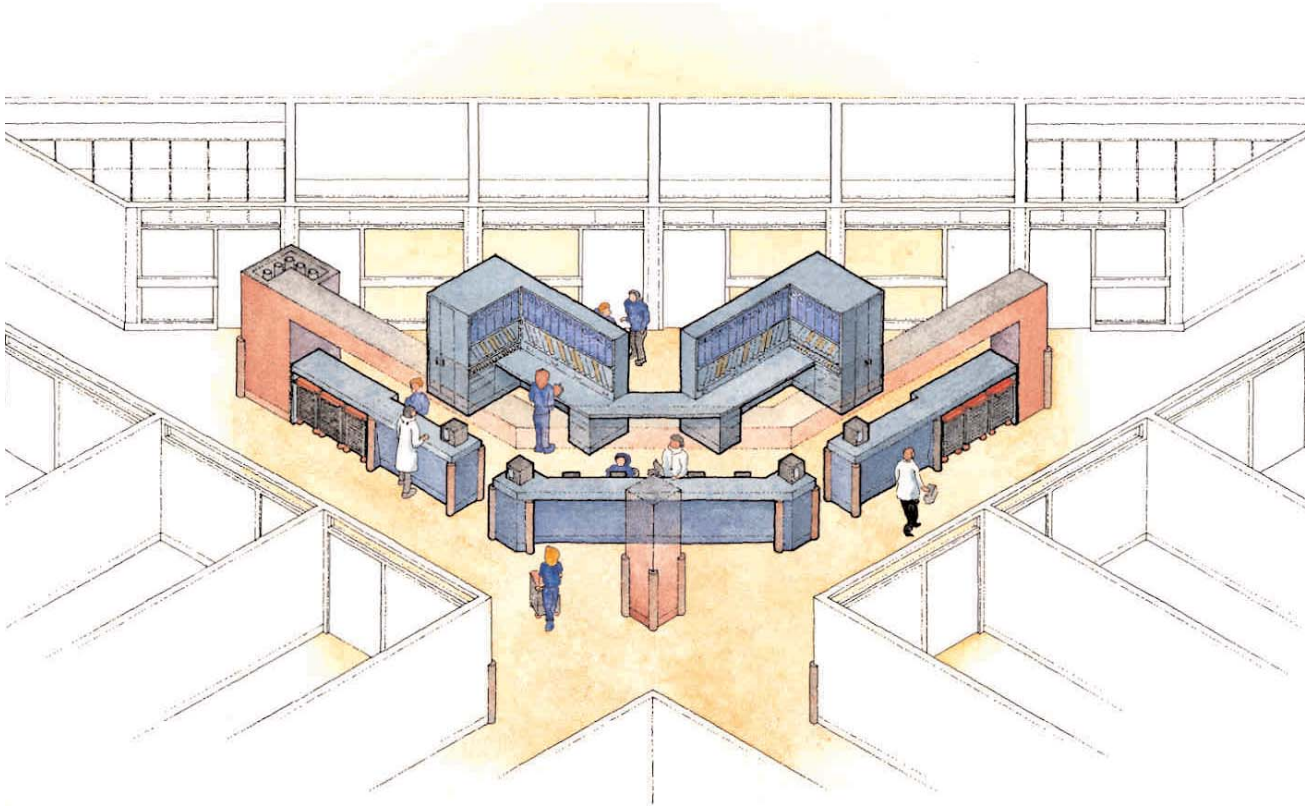
Steelcase, Inc. Commons Phase II Open Office Group Work Settings
Grand Rapids, Michigan 1991

Product development prototype in a 32 foot diameter aluminum column and beam structure

The refining of materials, detailing, production methods, and utility distribution constituted the second phase in the development of this product. The resulting prototype was a 32 foot diameter structure with column and beam assembly, originally installed in Steelcase's manufacturing facility.

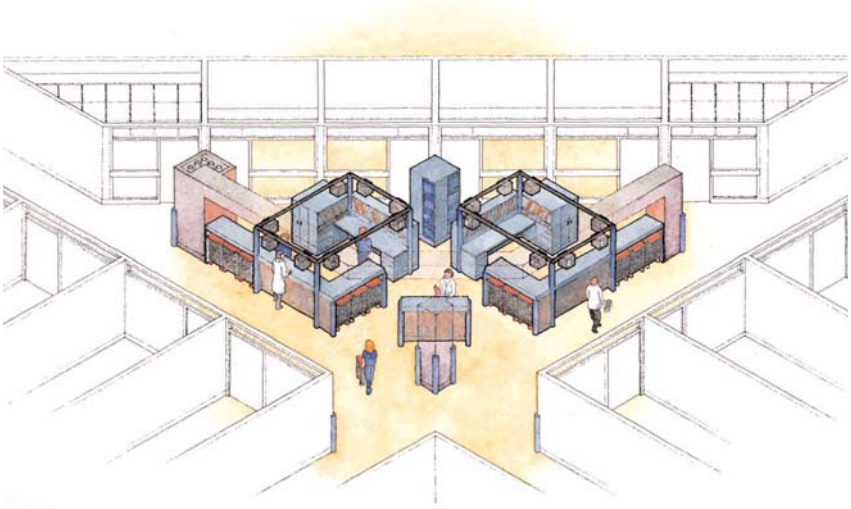


Forma Hospital System
Grand Rapids, Michigan 1991

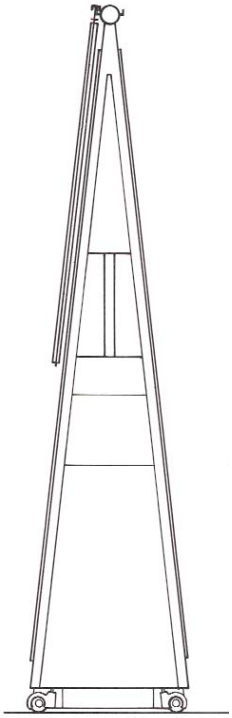


A series of modular Nursing station components that can be reconfigured for different applications

A series of modular Nursing stations was commissioned for a hospital under construction in Michigan. While Nursing Stations for most hospitals are generally made as custom millwork, Luchetti Design's solution rationalized the program and proposed components that could be reconfigured for specific applications. The framework proposed solutions for movable carts, computerized and paper patient records display, and safe disposable hazardous waste.

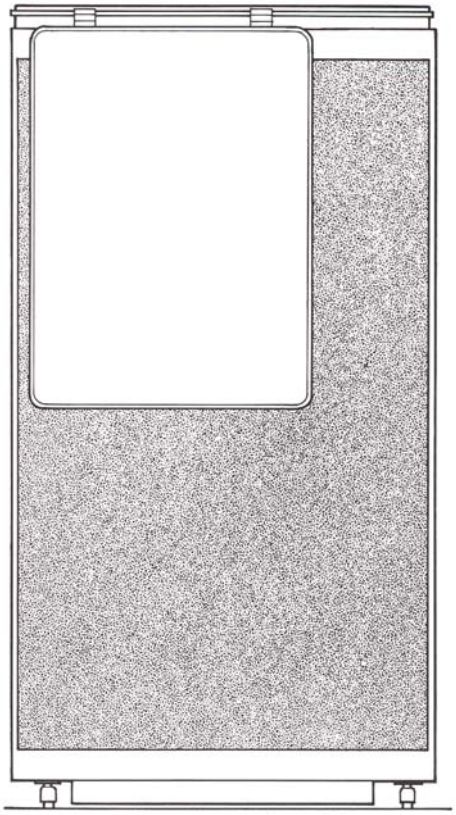


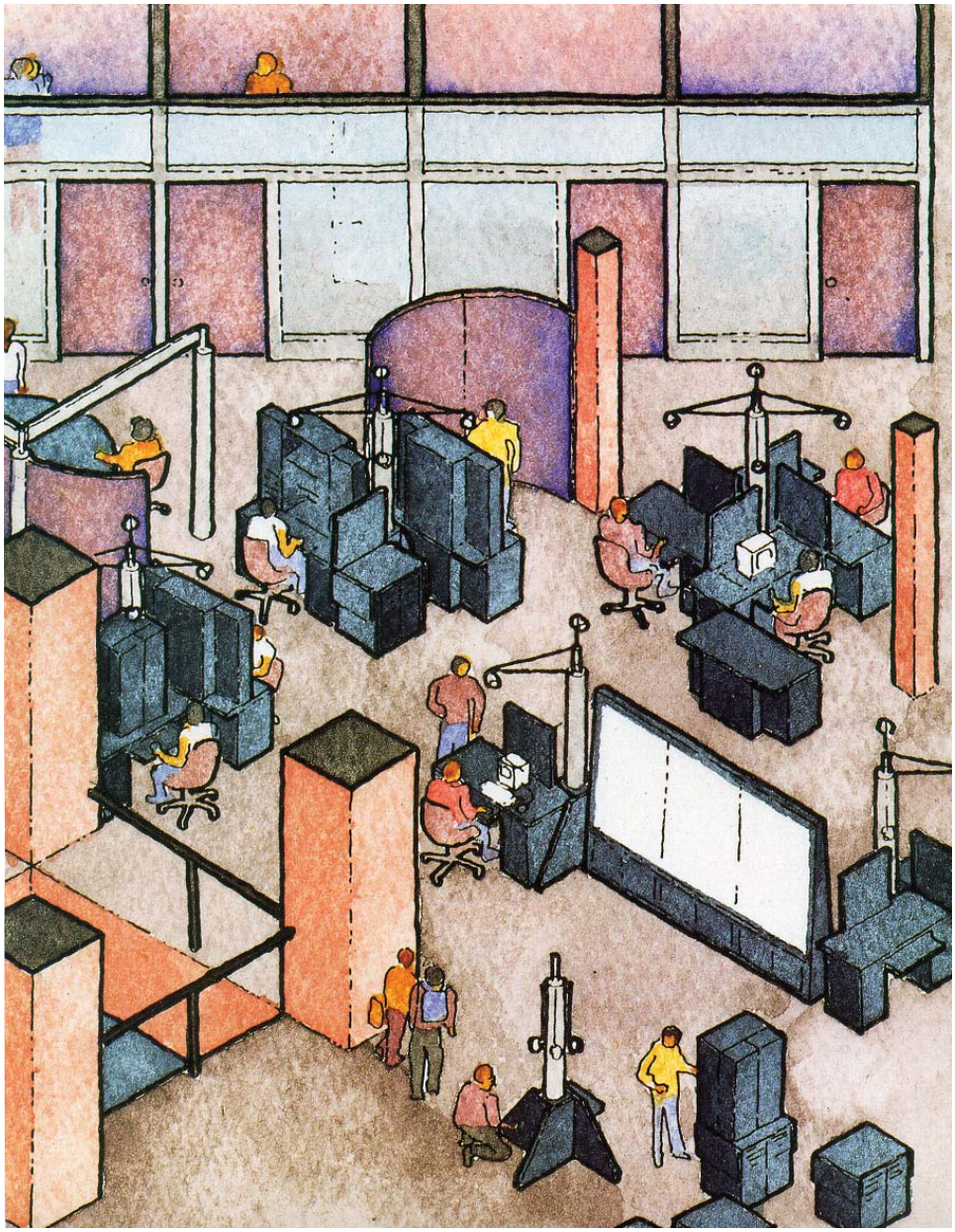
Steelcase, Inc. Easel Mobile Display Panel
Grand Rapids, Michigan 1991



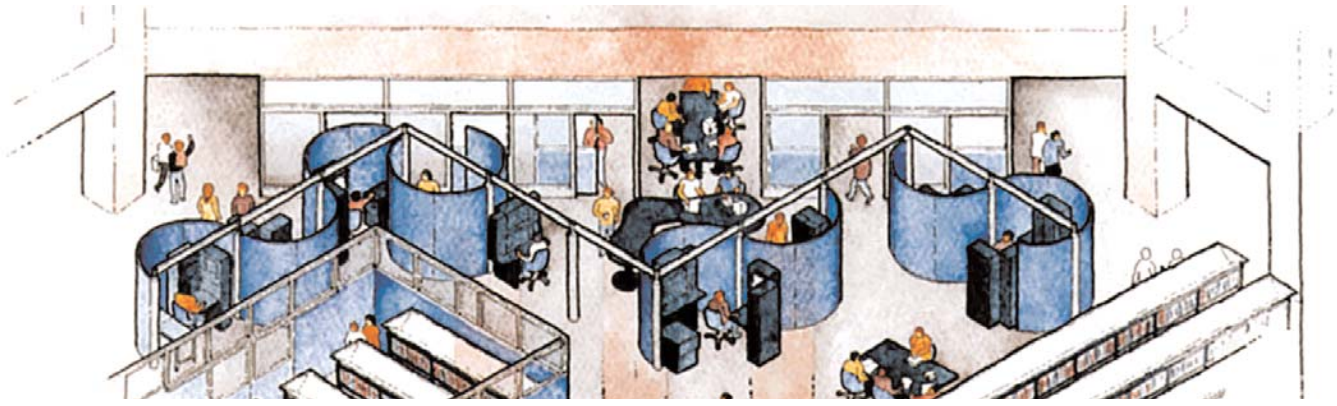
A lightweight mobile easel for use in offices as both a display panel and space divider

This lightweight mobile easel was designed for use in offices as both a display panel and space divider. On one side of the easel is a tack board, on the other a marker board. Flip charts can be hung from a rail at the top. Tool storage and a trash compartment are easily accessed from either end of the unit. Several easels can be combined and moved about to create group workspaces and to provide privacy.

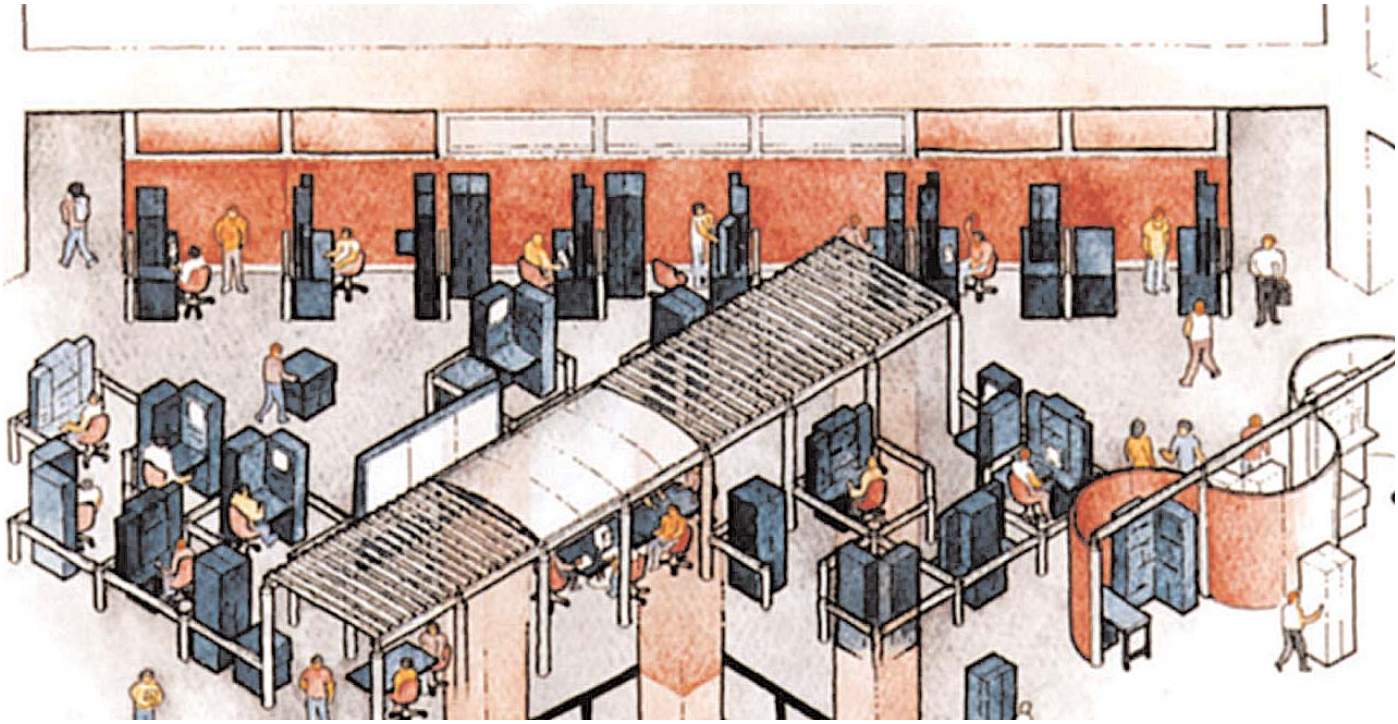




A kit of parts, from space dividers to mobile furniture, with which students and faculty can explore new learning opportunities

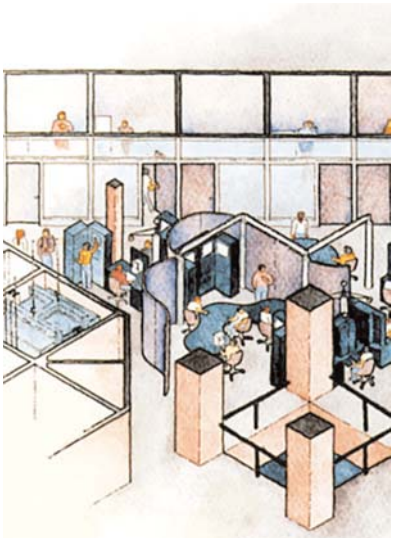


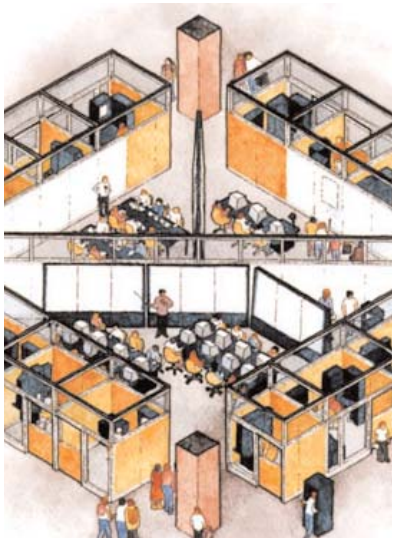
The University of Michigan
Integrated Technology Instruction Center
Grand Rapids, Michigan 1990-1996



Mobile workstations can be used in the classroom, as a library study carrel and as part of a group work area

The design for this furniture and interior fit out system provided approximately 120 staff and 2,388 students with a kit of parts, from space dividers to mobile furniture, with which they could explore and invent new learning opportunities. The flexibility of this system allows the user to change and control the environment in which he or she works. The mobile workstation can be used in the classroom in the afternoon, as a library study carrel that evening, and as part of a work group the next day.

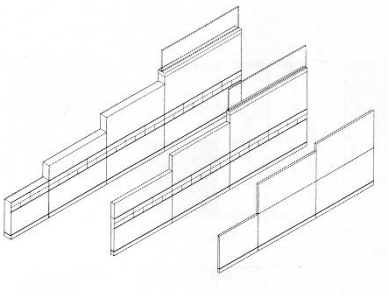


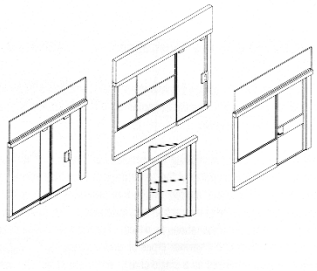


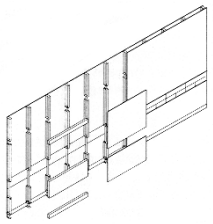
Steelcase, Inc. Pathways Interior Architectural System
Grand Rapids, Michigan 1990-1996

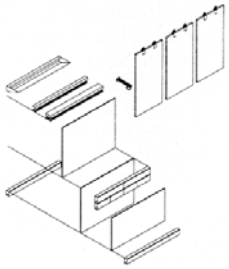
The Pathways system supports and facilitates new workplace design principles

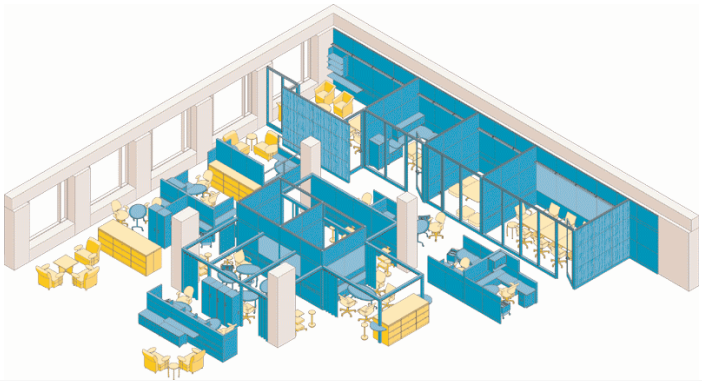
Luchetti Design served as the primary consultant to Steelcase for the invention and development of an innovative system of movable interior space-creation components. The Pathways system supports and facilitates new workplace design principles by providing the ability to assemble a large variety of multi-setting work and learning environments. The major elements in the kit of parts are: walls, office fronts, electronic post and beams as well as floor and ceiling-based components.



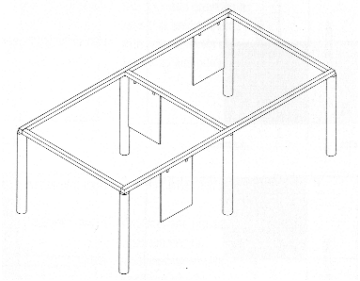


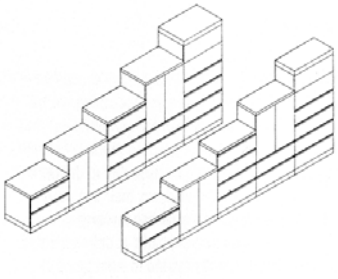


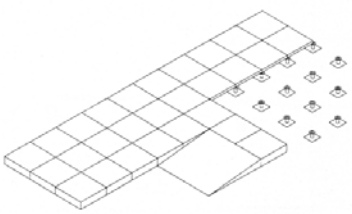


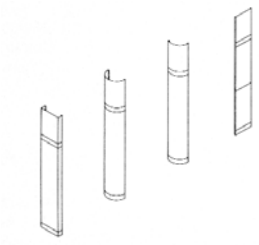


A kit of parts: walls, office fronts, post and beams, floor and ceiling-based with integral lighting, power, and signal distribution components







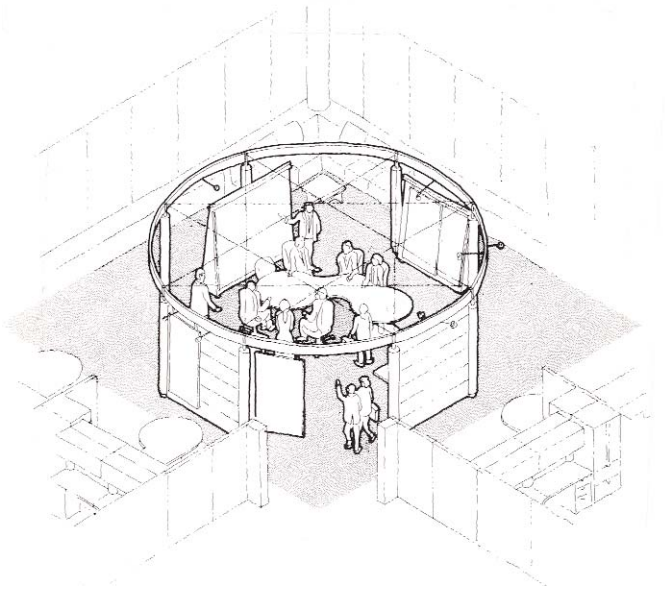


Steelcase, Inc. Elmer Computer Electronic Conference Furniture
Grand Rapids, Michigan 1990

Monitors can be raised from or lowered into the tabletop

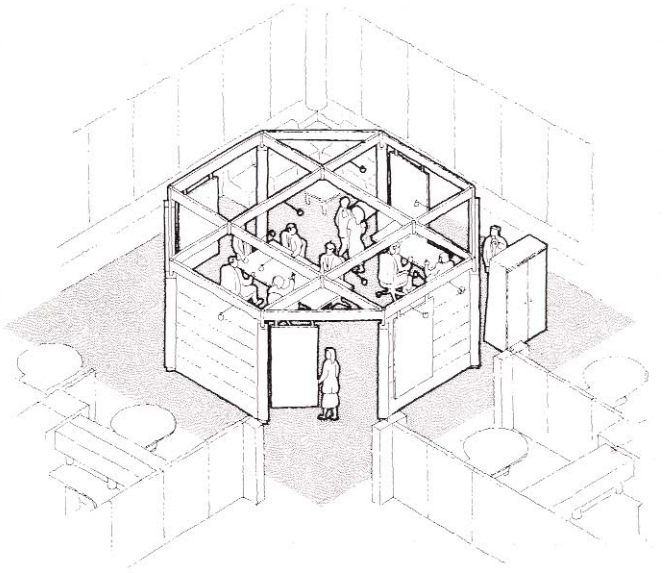
This office furniture system allows groups to work on shared computer files in a conference room setting. Individual modules, each with its own 21inch monitor and keyboard, can be grouped together to form a variety of conferencing configurations. Using motorized controls, the monitors can be raised to an upright position for detail work or lowered into the tabletop to create an open work surface in which the screens are still visible.

Steelcase, Inc. Commons Phase I Open Office Group Work Settings
Grand Rapids, Michigan 1989

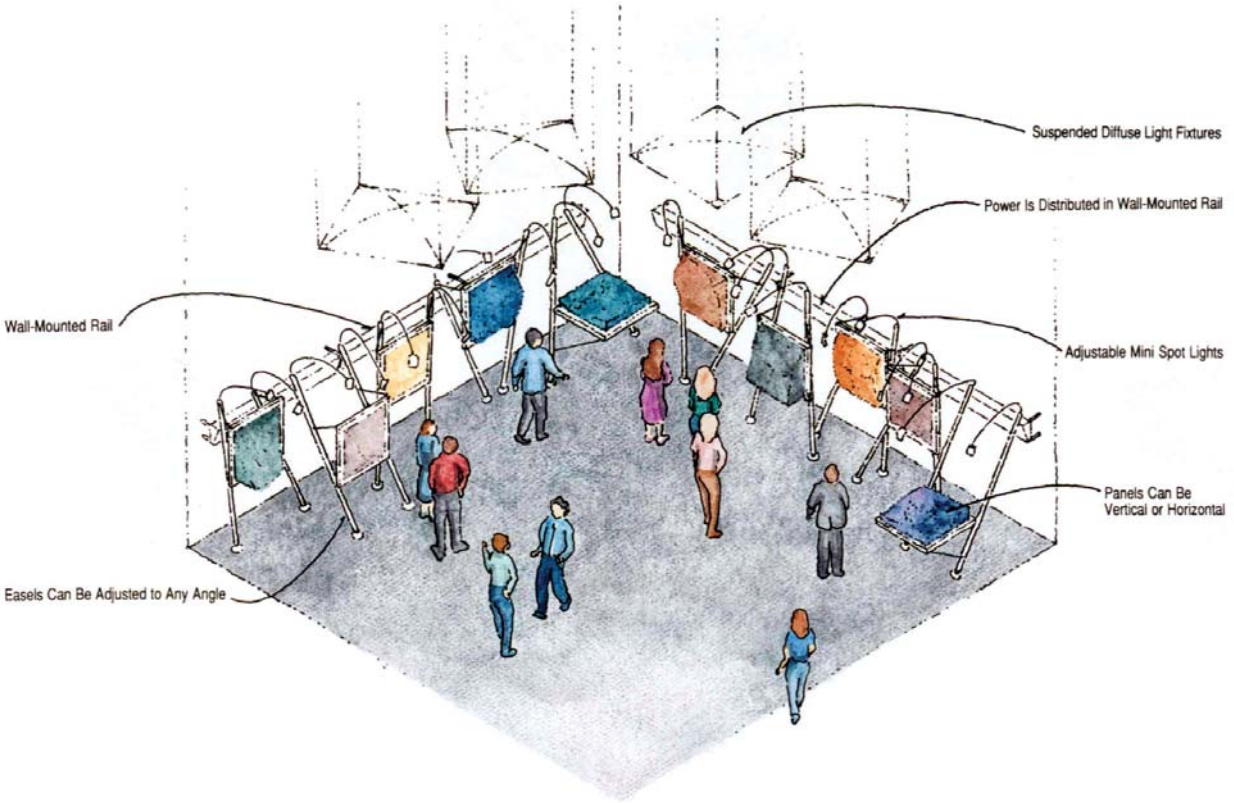


A modular, demountable "micro-architecture" system

Luchetti Design worked with a team of Steelcase psychologists, designers and engineers to develop a modular, demountable "micro-architecture" system for creating group work settings in open plan office environments. The "Commons" concept is based metaphorically on the town commons, which served as a focal point for community activities. The prototype installation in the Steelcase Corporate Development Center includes two "Commons". These team settings consist of fixed circular and hexagonal column-and-beam frameworks with numerous flexible accessories, such as hanging space division panels, clip-on lights, and independent rolling easels.

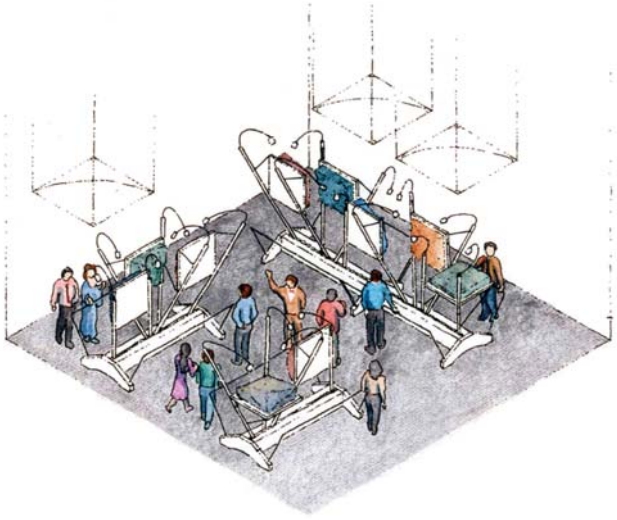


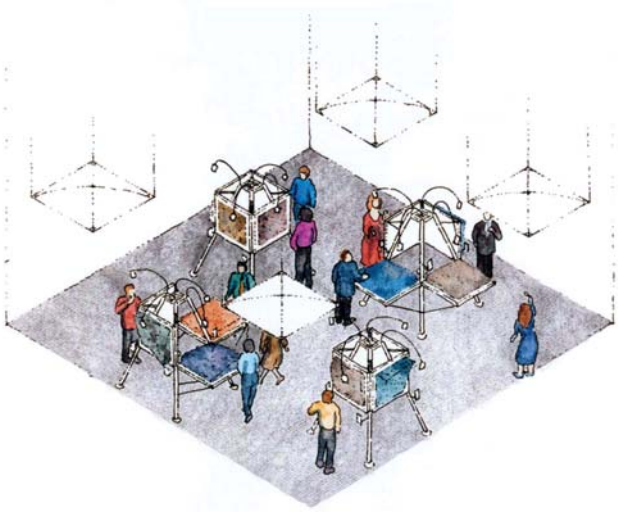
Mondo Materialis
New York, New York 1989



A traveling exhibit system for displaying material display boards

An exhibit system demonstrating building materials was proposed for a traveling exhibit sponsored by Steelcase, Inc. The materials, selected by one hundred and twenty designers worldwide based on their interests and future use, were to be mounted on display boards in various configurations in assemblies of metal frames with marine hardware. The strategy included ambient and spot accent lighting and was lightweight and demountable for travel.





Steelcase, Inc. Legocom Advanced Concept New Office Furniture
Grand Rapids, Michigan 1988

Small footprint full height individual worksettings

A single kit of space division components for creating a complete range of workspace types

This innovative system of office space division components provides a single kit of components from which businesses could create a complete range of workspace types. Legocom's column and beam assembly is demountable and may be reconfigured. Infill panels that are set into the framework of the assembly provide various levels of acoustic and visual privacy. Lighting, power, and signal are integrated into the design.

507 Series Table Collection
Sausalito, California 1987

Taught linear cold rolled steel bars and rods support horizontal solid, translucent and transparent planes

Occasional tables were designed for the contemporary residence in Sausalito, California that Robert Luchetti Architects had built. This series of tables takes advantage of the inherent character of different materials: glass, steel and granite. The design intent was to explore layers of transparency and the delicacy of details using slender, linear forms and recessed threaded fasteners.

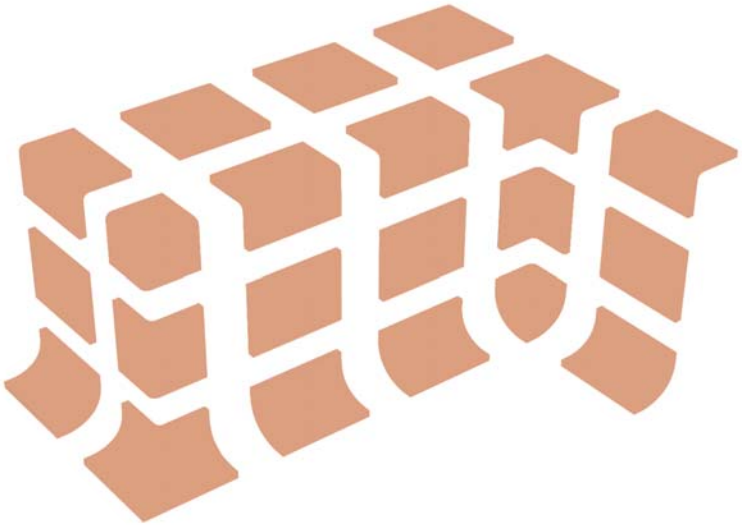
United Technologies Exhibit System
Hartford, Connecticut 1986

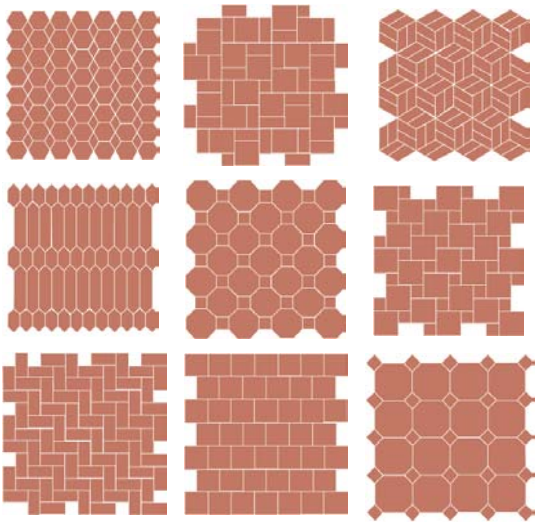
Creation of a new concept for unifying all UTC units with one common exhibit/trade show display system

United Technologies Corporation consists of a conglomeration of major industrial manufacturers such as Pratt and Whitney Aircraft Engines, Sykorsky Helicopters, Otis Elevators, Carrier Air Conditioning, and many other entities. This goal of this design development project was to create a new concept for unifying all UTC units with one common exhibit/trade show display system. We explored the trade show industry and all UTC product offerings in detail and proposed a collapsible grid framework for deployment into a large variety of exhibit sizes and configurations. The grid was designed to house modular graphic front and backlit two and three dimensional display components that would serve any division in a very flexible and strongly identifiable common format.

Dennis Ruabon Tile

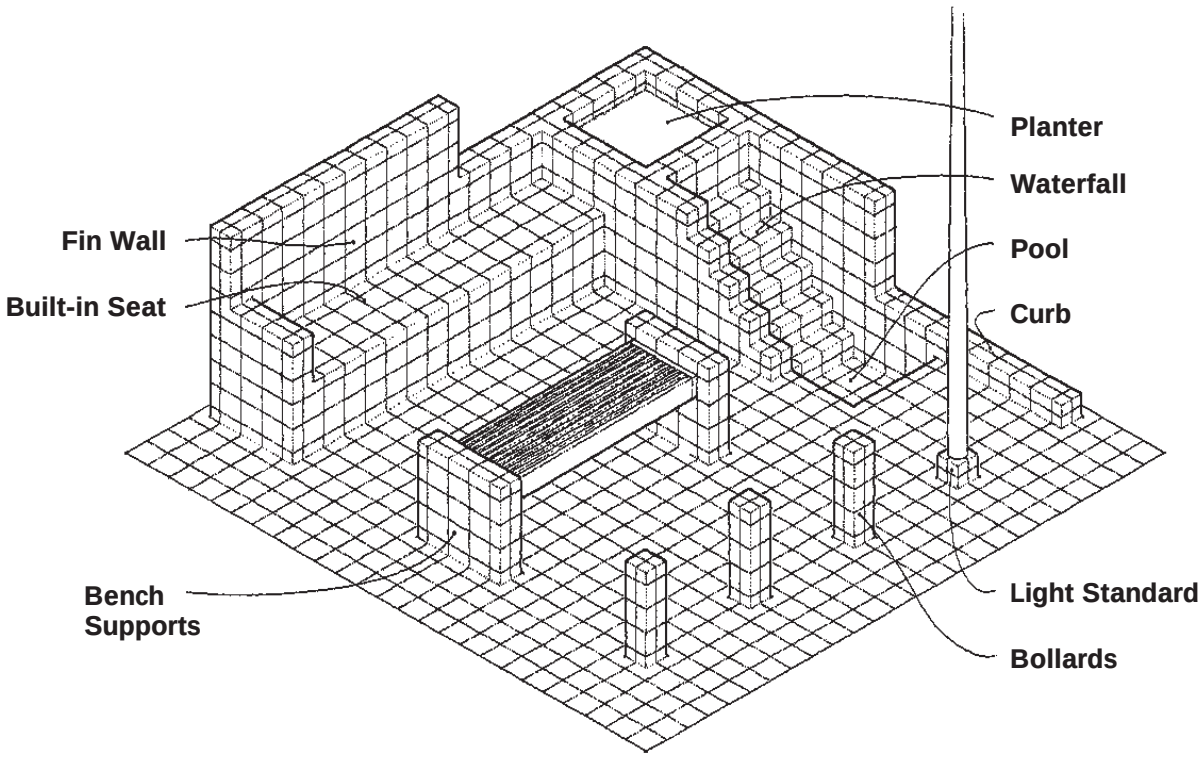
Wrexham, United Kingdom 1985





Extraordinary Welsh "heather brown" quarry clay fired in traditional kilns

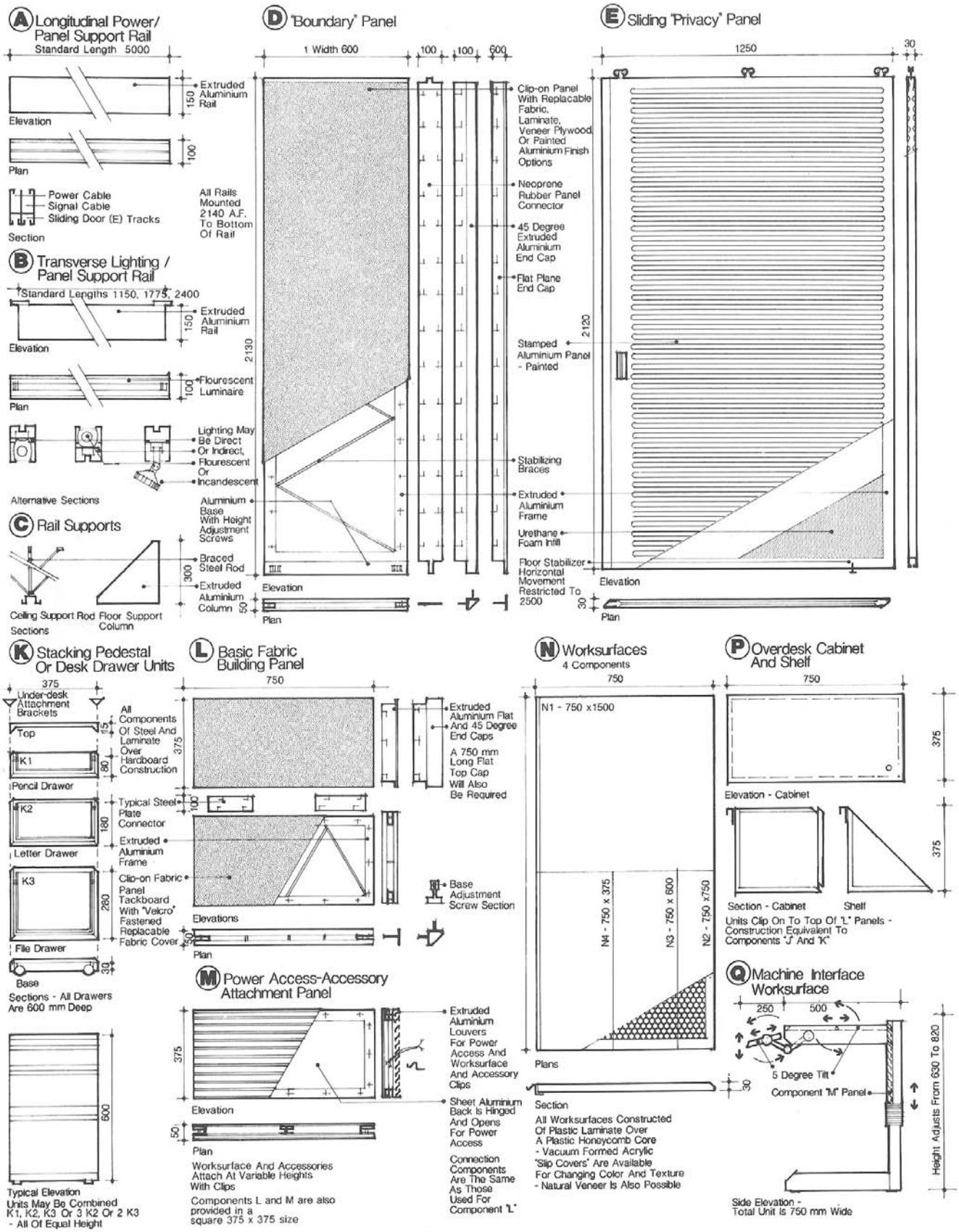
This manufacturer of quarry tiles in Wales commissioned Luchetti Design to investigate the design capabilities of the company's unique natural clay tile material. A series of design concepts demonstrated pattern layouts, modular components, and possible architectural configurations using the various geometric tile shapes, decorative borders and edge trim.



International Competition for a New Office Furniture
The French Ministry of Culture, Paris France 1983

Award-winning competition entry introducing the new concept of "activity settings"

This award-winning competition entry proposed a new conception of office work and workspace based on multiple worksettings. The analogy of a college campus was used to present the possibility of an office environment composed of "activity settings". In these scenarios, small, private offices ("home bases") are used in conjunction with communal workspaces. This concept incorporates work environments that foster collaboration, provide flexibility, and allow the workspace to evolve in response to changing user needs. A complete series of new space creation, utility distribution and furniture components was developed to support new work processes.



A complete series of new space creation, utility distribution and furniture components

Solar Energy and Conservation Exhibit
Washington, D.C. 1976

A steel tube and canvas canopy structure connected modular exhibit units

The US Energy Research and Development Administration sponsored this traveling public outdoor exhibit. First featured on the Mall in Washington, D.C., the exhibit told the story of solar energy and conservation in interactive exhibits that were meant to be seen, heard, touched, read and walked through. Displays demonstrated new ways to harness energy from the sun and the wind as well as new energy-efficient ways to make the most of energy resources.