

## FOR IMMEDIATE RELEASE

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### **Hixson Project Receives Design Award**

*Hixson's Bloomingdale's in Santa Monica stands out among a record-number of competitive entries as a best-in-class project.*

(CINCINNATI; November 16, 2010) – Thousands of floating stainless steel discs shimmering with the ocean breezes....a three-story glass curtain wall corner entry positioned directly across from a proposed light-rail station...modular dressing room pods raising and lowering into the floor as needed.

While it may sound like the description of a retail store of the future, for shoppers in Santa Monica, California, the future arrived in August with the opening of the newest Bloomingdale's in the country. Today, Hixson, the Cincinnati-based architecture, engineering and interior design firm tasked



with overseeing the design and development of the store, announced the project was honored with one of the top design awards at the 14th Annual Cincinnati Design Awards for Excellence in the Built Environment held on Friday, November 12, 2010. The awards are co-sponsored by American Institute of Architects (AIA), International Interior Design Association (IIDA), Society for Environmental Graphic Design (SEGD), American Society of Landscape Architects (ASLA) and American Society of Interior Designers (ASID).

“The Bloomingdale's in Santa Monica is a unique blend of SoHo New York with a SoCal flair,” said Bruce Mirrielees, a Hixson Sr. Vice President and Project Manager who oversaw the Bloomingdale's project. “Working with partners such as Kevin Kennon Architects, Mancini Duffy and others, we were able to take an existing fortress-like box

(a former Macy's store) and thoroughly re-design it inside and out to create the new Bloomingdale's."

Along with the updated interiors and exteriors, sustainability was also a key element to the store's design. Sustainability features of the new Bloomingdale's include:

- Lighting that meets or exceeds strict California Title 24 guidelines,
- 75% of demolition and construction waste materials recycled,
- Updated landscaping using drip irrigation,
- Low VOC paints,
- A new white, reflective roof,
- Recycled materials throughout,
- Exposed stained concrete floors in a variety of patterns and colors,
- Storm water collection and pre-treatment.



"We were pleased to be able to be part of this project and are happy that it could be recognized as outstanding by a jury of our peers, particularly when facing an unprecedented amount of competitive entries," said Mirrielees.

#### **ABOUT HIXSON**

Hixson is an architecture, engineering and interior design firm specializing in projects for corporate office environments, retail projects and industrial processing facilities. Listed as one of the top firms in North America, Hixson delivers insight and advocacy leading to intelligent project execution through 16 integrated technical disciplines. To learn more, please visit [www.hixson-inc.com](http://www.hixson-inc.com).

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