

## WELCOME TO OUR NEW HOME

### InSight Moves into New Offices Launches a Reinvisioned Brand Identity

Come visit us in our new offices and on the [www](http://www.insightinc.net).



With the phenomenal growth of **InSight Design** and our sister firms, Jones Pierce Architects and Whyte Kerner Environmental Graphics and Design, **InSight**, Jones Pierce and Whyte Kerner moved into new offices at 730 Midtown at the end of April 2007. We now occupy +/- 7000sf of space specifically designed for each firm's needs.

We took this opportunity to update our Brand Image and Website and to give both a fresh, new look. Please visit our [website](http://www.insightinc.net) and see what we have done. In the true spirit of collaboration, **InSight** engaged [Whyte Kerner](http://www.whytekerner.com) to redesign our logo and graphic identity and [Synaxis](http://www.synaxis.com) to rebrand our Website. We enjoyed our working relationship and the outcome and can highly recommend these firms to you.

### Project InSight:

#### *Listen-Interpret-Engage-Explore-Implement-Learn Essentials to the Design Process*

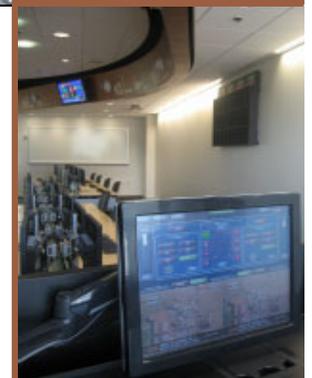
[The Dakin B Ferris Jr. and Jere W. Goldsmith IV Trading Floor](#)  
By [A. Richard Bunn, AIA](#)



Complex Committees can make for great design challenges. There are none so complicated as a Benefactor's vision, three different Colleges within a University wanting the most state of the art technology designed for differing purposes, and an accelerated timeframe where design, construction and occupancy needs to occur within four months of engaging the team of Design Professionals. InSight Design was handed the challenge and exceeded [Georgia Institute of Technology's](#), the College of Management's and the donor's expectations for the Dakin B. Ferris Jr. and Jere W. Goldsmith IV Trading Floor within the College of Management.

Essential to any project is the complete and thorough understanding of the project parameters and objectives prior to putting pencil to paper (or mouse to computer). InSight Design began the assignment of the Dakin B. Ferris and Jere W. Goldsmith IV Trading Floor by understanding the parameters and objectives specific to this project. The "trading floor" had long been a dream of the College of Management and after receiving significant donations from the Ferris and Goldsmith Families, this dream could become reality. During the design of the new College's building a space was dedicated for this purpose, but no funding source was in place and therefore no design or construction was undertaken. During the four years between the occupancy of the new College building and the initiation of the Trading Floor Project, program changed and the Institute engaged the College of Sciences and the College of Engineering as partners in the project. The Trading Floor, therefore, became more than an educational trading floor and needed to support the additional requirements of the newly engaged stakeholders.

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From the beginning, Insight Design realized that this project was more than simply a design problem. This was a project where the input of all of the stakeholders must be respected, managed and employed. Expectations of each stakeholder must be tested against the expectations of the others and consensus developed. Overlaid with the Institute's requirements was the donor's vision of creating a legacy to their careers as leaders on Wall Street.

Insight Design began by meeting separately with key individuals to understand the individual parameters. From these meetings a series of common ideas was generated forming the basis of a twenty-person plus "consultant-stakeholder charrette." These included ideas such as: *Academics and the Classroom Environment, the Trading Floor Environment, the Research Environment, Student-Professor Networking, WOW Factor and the Donor Response, Outreach, Technology, and Furniture.* Over the two days of meetings, goals and expectations were tested and set, design parameters were established, consensus was developed and schedules for Architects, Engineers, Technology Consultants, Graphic Designers, and Contractor's were mapped. From these meetings a **Programming, Technology and Budget Report** was developed including a schematic floor plan and furniture layout and a compilation of Audio-Visual and Technology needs and budgets. All stakeholders were asked to review, comment and eventually approve this document which became the basis and the beginning of design.

While this programming effort proved to be a significant accomplishment, the real work of incorporating the myriad of requirements in a seamless, simple design, accessible and operable by Professors, Students, IT Personnel and Administrative Staff at the same time as expressing the desire of the donors to honor the legacy of their Wall Street careers proved to be the real success of this project. The consultant team included many of the original team: [Newcomb & Boyd](#) for Mechanical, Electrical, Plumbing and Fire Protection; [Shen Milsom Wilke](#) for Audio-Visual and Trading Floor Technology, [Georgia Tech's Office of Information Technology](#) for Data and AV systems integration. Added to this team were [Brasfield & Gorrie](#), General Contractor; [Gabler Youngston Architectural Lighting Design](#) and [Whyte Kerner Environmental Graphics and Design](#).

Throughout the process, the College of Management kept the Ferris and Goldsmith families informed and engaged Insight Design Inc. in presenting the concepts to the families. At the dedication, Insight Design's team was invited and their efforts acknowledged by the donors as well as the Institute's and College's personnel. This signifies to us the skills and talents we were able to bring to the success of this project.

**LET INSIGHT BRING OUR TALENTS AND OUR EXPERIENCE TO YOUR NEXT PROJECT**

## **Taylor's Tasty TidBit: CAPTIVATED BY WINE**

The Presidio of San Francisco, now a National Park, can be a bit intimidating for your first visit, but is worth time getting lost. Along with the parkland, architecture and views are three great new restaurants; all just a short walk from the Lombard Gate.

- La Terrasse [www.laterrassepresidio.com](http://www.laterrassepresidio.com)
- The Presidio Social Club [www.presidiosocialclub.com](http://www.presidiosocialclub.com)  
And a personal favorite:
- Pres a Vi "captivated by wine" [www.presavi.com](http://www.presavi.com)

