



Margulies & Associates Renovates the Harborside Salons at The State Room

Boston's premier special event location ascends to a new level



BOSTON, MA – May 2, 2005 - Margulies & Associates, one of Boston's leading architectural and interior design firms, announced today it has been selected by Longwood Events to design a dramatic new entrance lobby and ballroom renovation for The State Room's Harborside Salon.

Formerly the Bay Tower Room and now under new ownership, The State Room is undergoing renovations to secure its position as the premier special event location in Boston. Featuring a metropolitan-style salon with an understated posh air and architecture, the Harborside Salons overlook the Boston skyline, offering spectacular views from the 33rd floor. It is also home to Boston's newest private business club, The Boston University Club.

"Margulies & Associates delighted us with a very creative solution, especially when it came to interesting resources for materials and finishes. We wanted to go beyond the ordinary and they certainly delivered. The resulting design was not the most predictable," stated Alina Apteker, owner of Longwood Events. "We were very impressed with the project team's ability to listen. They took the time to understand our business and its current and future needs, really going out of their way to find

creative solutions that make our day-to-day operations more efficient. In addition, they were readily available to review and confirm decisions as construction progressed.”

Since the venue is known for its incredible views, it was important for visitors to glimpse daylight from the elevator lobby. The coat room highlights a glass counter with a textured metallic fabric center and glass tiles follow the shape of the oval ceiling above, dissecting the deep mahogany wood floors. Retractable metal partitions enclose the lobby and provide the flexibility of subdividing the rooms for a variety of party sizes. These functional partitions are softened with resin windows featuring playful oval accents doubling as peepholes. Gold and bronze silk drapes escape their traditional function by covering the perimeter columns instead of the windows. The columns are capped with crown molding and topped with hidden lights.

At the floor level, the plan functions as a “blank slate” for styling each unique event. At the ceiling level, however, drama reigns supreme. In the lobby area, concentric elliptical ceiling sections are bordered by tiny star-like glass lights, which flank an Italian chandelier of hand-blown crystal and gold ribbons.

“Creating a sensual atmosphere while conforming with State Energy Codes can be a challenge. To achieve both objectives, we used fluorescent lights sleeved in colored gels to produce a “sunset” glow above the ceiling,” commented Project Manager Jennifer Latto, NCIDQ and Associate AIA, of Margulies & Associates. Lighting in each of the salons radiates through an exciting new product: a semi-translucent ceiling that gives the appearance of undulating waves, allowing for a soft glow throughout the entire space. This use of the USG “Topo” Ceiling is only the second application of its kind in Boston.

“It is always a pleasure to work with a client with such a sense of style and one willing to try new things. Longwood Events pushed the envelope and challenged us to find the solution with the most visual impact – the “wow” factor, if you will. Overall, I think we accomplished a sophisticated and romantic atmosphere that is adaptable for any occasion,” concluded Latto.

Margulies & Associates collaborated with Commodore Builders and AHA Engineers. Other local contributors were Boston Light Source, Gaston Electric, and New England Finishing Systems. The renovated Harborside Salons host the Boston University Club lunches. In addition, the space is now accepting event reservations.

About Margulies & Associates:

Now in its 17th year of operation, Margulies & Associates is a Boston design firm providing architecture and interior design services to the corporate, institutional, and real estate communities. The firm's corporate clients include Liberty Mutual, Fidelity Investments, Forrester Research, RSA Security, Akamai Technologies, and Blue Cross Blue Shield of Massachusetts. For more information, please visit www.margulies.com.

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