



The Gift of Great Design

Margulies & Associates Completes Northeast Market Center Renovation



BOSTON, MA - March 7, 2005 - Margulies & Associates, one of Boston's leading architectural and interior design firms, announced today the completion of a 140,000 square foot facility in Billerica, Massachusetts for the Northeast Market Center, a wholesale gift supplier.

Empty since Nortel Networks vacated the space a few years ago, Margulies & Associates renovated the building to create 54 showrooms serviced by upgraded common areas and a new escalator. For several showroom tenants, the firm also provided architectural interior design services for individual display areas. Additionally, Fresh City re-located portions of its corporate catering service to the facility. The Northeast Market Center hired Margulies & Associates to re-configure the former 500-seat cafeteria, creating a more intimate meeting and dining area for buyers and showroom staff.

"Our colleagues at Margulies & Associates were instrumental throughout our entire transition process; from initial evaluation and planning on to design and reconstruction phases and finally through to completion. They were conscientious in their efforts while consistently applying a broad range of skills throughout the duration of this interesting challenge. As a result, we look forward to serving retailers more effectively in our new, well-designed facility," explained Andrew Syiek, executive director of the Gift & Decorative Accessories Center Association, Inc.

Home to businesses such as Seward Associates, Mylissa Kapela & Associates, BrassSmith House and Saalman Associates, the Northeast Market Center represents the most extensive source for wholesale

gift and decorative accessory product lines in the Northeast. Displaying over 2,000 product lines available at wholesale to retailers, most showroom suites are independently owned and operated by manufacturers' sales representative agencies who are members of the Gift & Decorative Accessories Center Association, Inc.

"The Gift Association is a wonderful group of people to work with -- they are very thoughtful and truly care about design. It was inspiring to watch how hard they worked to see their vision become a reality," reflected Daniel P. Perruzzi, Jr., AIA, Principal at Margulies & Associates.

"Working with such design-oriented clients inspired us to use innovative products throughout the Center, such as Imago panels from Knoll and Armstrong's Infusion Canopy system," added Dorie Weintraub, AIA, Associate at Margulies & Associates.

The Northeast Market Center in Billerica held a ribbon-cutting ceremony on January 21, 2005. Spaulding & Slye served as the Broker and General Contractor, AHA Consulting Engineers was the mechanical and electrical engineer, and The Cavan Group handled telecommunications.

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.

Contact:

Susan Shelby
Rhino Public Relations
(978) 468-1528
susan@rhinopr.com

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