



G3 ARCHITECTURE INTERIORS PLANNING

NEW YORK · NEW JERSEY · CONNECTICUT · FLORIDA



MEDIA

G3ARCH.COM

FIRM PROFILE

G3 provides high quality architectural and interior design solutions to corporations, institutions, developers, and property owners. We work with our clients to translate their needs and vision into exceptional solutions. As architects and designers, **we strive to uphold traditions of great design, while continuously pushing the boundaries of the future.** Our team of professionals has been working in the field for a long time, some of which are going on **40 years in the industry.** We take great pride in our work, in the quality of our design solutions, in the comprehensiveness of our construction documents, and in our ability to manage the entire project process. We use our expertise to uncover the full potential of every challenge we face, in every project.

G3 is big enough to handle the largest of tasks, but small enough to bring senior-level staff well-versed in all aspects of design and construction to every single project.

THE G3 VALUE PROPOSITION

In our wide experience executing all types of projects, G3 has learned to **“think like an owner.”** We recognize that cost and time are as critical, if not more so, as design. Because of this, G3 develops solutions for managing both cost and time at the outset of every project.

The value we add through the utilization of this approach enables you to maximize your asset – whether a site, building, office lease or residence - **within your budget.** We do this without resorting to “value engineering” or other post-design cost adjustment measures, and the attendant cost and time lost with such activities.



Bounce Exchange - New York, NY

ATTENTION TO DETAIL

Our senior project managers are registered architects whose rigorous training is put to use in **every project we undertake**. While the importance of listening carefully to our clients cannot be over-emphasized, the value of **experience and training** in developing and realizing a project is equally important.

LISTENING TO OUR CLIENTS

Our work is **based on our client's needs and desires rather than a single style**. We ask a lot of questions, listen carefully, and advocate for our clients in our dealings with contractors and suppliers. Truly understanding the reasons that drive a client's preferences and requests allows us to fulfill and exceed their expectations.



Univision - Vineland, NJ

LOGICAL & APPROPRIATE PLANNING

We are passionate about designing spaces that **harmonize with their environments**. We strive to create buildings and interiors that fit, that respond to their context and enliven it. When planning interiors, we begin by studying the building's rhythmic character and existing geometry so that we can maximize the opportunities available to the design and minimize any inherent obstacles. In doing so, we are able to create a **whole that is greater than the sum of its parts** – a solution with a real sense of place, and one that ultimately feels right.

COMMITMENT TO CLIENT SATISFACTION

At G3, **we understand that we are only as good as our last job**. We are committed to your satisfaction. Whether it's providing considered option in our design work or standing beside you through the thick of construction completion, we focus on addressing your your needs promptly and thoroughly, and on surpassing your expectations. Because, for us, a great project is one with a satisfied client.

OFFICES

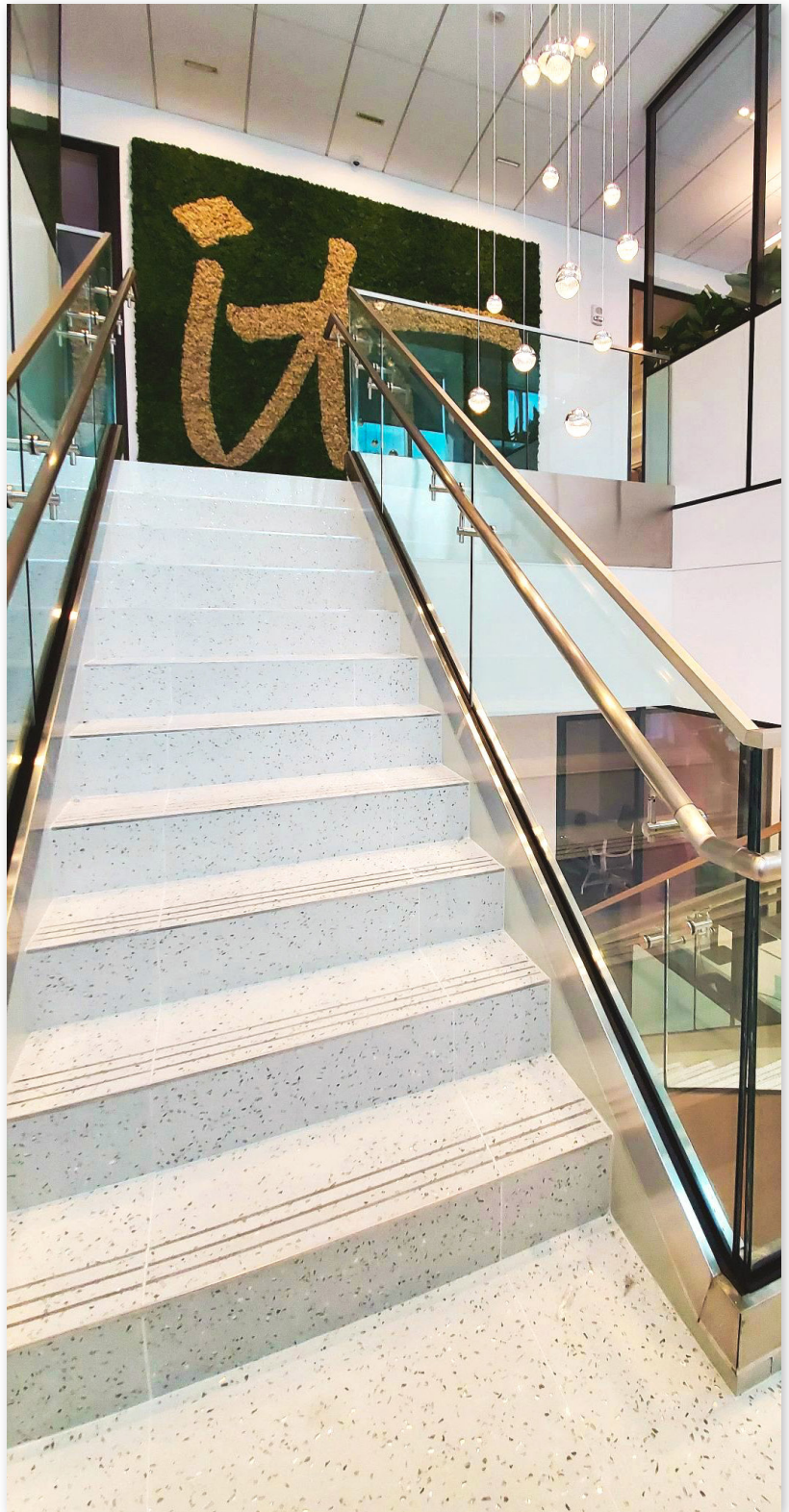
New York, NY - 1991
Stamford, CT - 1998
Miami, FL - 2005
Elmwood Park, NJ - 2008

SERVICES

Architectural Design
Campus Planning
Feasibility Studies
Interior Design
Workplace Strategy
Branding
Real Estate Evaluation
Speculative Office Space
Building Amenity Improvement

STATISTICS

Projects in 37 States
Projects in 10 Foreign Countries
Over 40,000,000 Square Feet of Projects
10 Registered Architects
10 LEED Accredited Professionals
Licensed in 23 States and Provinces



IT Cosmetics / L'Oreal - Jersey City, NJ



FEATURED PROJECTS

UNIVISION TV NETWORK

Vineland, NJ

G3 led the design effort for alterations and upgrades of a 35-year-old broadcast studio and office facility in Vineland, New Jersey achieving a LEED "Silver" rating from the US Green Building Council. The project entailed phased construction of the entire 15,000 square foot facility, with new mechanical, electrical, and fire alarm systems, additional windows for daylighting; new exterior wall insulation and finishing, and complete new interior fit-out for the offices including a large casual lunchroom/staff meeting area.



OVERSEAS MEDIA INC. / RTVi

New York, NY

G3 has enjoyed a long-standing relationship with Overseas Media, the first-ever independent Russian-language television network. Over a number of years, we have worked with them in the development of their broadcast headquarters located in lower Manhattan. An outline of the overall program follows:

NOC:

- Control Room
- Tape Library & Ingest
- Central Equipment Room with 36 racks, fiber risers and new electric service from cellar, hot/cold aisles, pre-action, etc
- Engineering Shop
- Three Edit Rooms
- Radio Studio (Future)
- Production Room

Studio Suite:

- Production Master Control Room
- Production Engineers
- TV Studios
- Edit Rooms
- Voice Over Booth
- Green Room and toilet facilities
- New electrical and mechanical equipment rooms

Offices/Support:

- Executive Suite
- General Offices and Conference
- Reception
- Support Workstations and Prep Areas
- Ad Sales
- Pantry
- New toilets and lockers
- New mechanical equipment, AC Units and UPS tied to new emergency generator
- Camera positions on roof



BOUNCE EXCHANGE

New York, NY

Alternative office space with minimal impact to existing facility and on a fast track schedule. The team aimed at providing some of the residential-like feel often seen at internet start-ups while allowing for an efficient dense benching scheme. Lounge areas pepper the floor plan for respite from the desk focused work mode.



IT COSMETICS / L'OREAL USA

Jersey City, NJ

Recently acquired by L'Oréal, this cosmetics start-up had grown somewhat haphazardly within their space in the course of just a few years when G3 was brought on board. Our mandate was to streamline their workplaces, overlay business critical support spaces, right-size functional spaces that had been shoe horned, and integrate their branding-centric messages and motifs throughout the space.

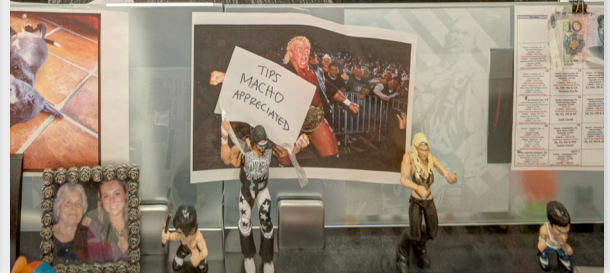
Our services included complete programming, development of planning and infrastructure improvement criteria, overall design leadership, and management of a robust team including decorators, lighting consultants, audio visual specialists, studio designers, and specialty contractors. Together we created unique spaces throughout the premises: a town hall for up to 300 users, a "playground" for creative serendipity, a dazzling reception area featuring awards and products, merchandising laboratories, video and photo studios, dressing rooms for models and celebrities, elaborate individual offices, and lunchrooms with panoramic vistas. Throughout the space, branding "mottos" and a healthy dose of pink make sure workers remember, they're IT!



WORLD WRESTLING ENTERTAINMENT (WWE)

Stamford, CT

G3 has provided extensive services to this media entertainment entity at several locations in Stamford, Connecticut and New York City, including office renovations, production equipment installations, parking studies, and building expansions.



SONY MUSIC / LATIN

Coconut Grove, FL

For the relocation of Sony's Latin American music division to new facilities in the Coconut Grove district of Miami, new workstation and office standards were developed and deployed, with interior offices, bench-style workstations with low panels, shared communal work areas, and community-wide amenities (including a multipurpose lunchroom/theater, "The Well" - an elevated, open "command" center, and a piano room). A strong and dynamic circulation pattern weaves together the space which has an unusual "footprint". Exposed "raw" elements of structure and systems help to achieve the requested "workshop" atmosphere. This project was produced by G3 utilizing staff from both our New York office and our Miami office in a way that was seamless to this national client.



MEDIA EXPERIENCE

CBS

DIRECTV

MEDIA MOST

NJ ADVANCED MEDIA

NORTH JERSEY MEDIA

OVERSEAS MEDIA

RTVI

SONY

UNIVISION

WORLD WRESTLING ENTERTAINMENT





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