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MACKENZIE COMPLETES RENOVATION OF ICONIC KOIN TOWER LOBBY

Portland, Oregon –

Today marks the big reveal of KOIN Tower’s fully renovated lobby, capped off by a VIP Appreciation Open House celebrating the project and the people that made it happen, including Mackenzie’s design team.

A cornerstone of the project was a comprehensive rethinking of the building’s brand. The renovation, as the physical illustration of this rethinking, thoroughly embraces modern Portland and refreshes what has long been an iconic downtown building. Mackenzie’s team, led by our Principal of Design in Interiors Lynne Ingram, took a holistic approach that incorporated elements of the brand throughout the building, from the lobby to the parking lot to the leasing center.

“KOIN Tower really is a Portland landmark, and a striking part of our skyline,” says Lynne. “The lobby, as the main point of arrival for the building, needed to express the owner’s new vision of the property. We took a holistic approach that integrated brand details throughout the project, including the pattern in the decorative screen over the lobby’s main seating area and the new elevator door skins. All along the way, we worked hand-in-hand with the brand strategists at Think Joule, and this collaboration bound everything together.”

The lobby design seeks to build a new sense of place, and provide the foundation for a vibrant workplace community. Michael Talbot, Mackenzie’s Principal of Design in Workplace, says:

“We designed the lobby to be a ‘third place’ for the people working in KOIN Tower—an amenity space separate but complementary to the workplace. What’s great is that it’s more than that: it’s a space for the whole neighborhood, and for people passing by on the street. Ristretto is part of this, and so is the interactive wall, which is a really fascinating piece of community-building technology. The key, I think, to the project’s success is how each of these separate parts—the branding, the café, the technology—fits into a coherent whole that tells a new story for KOIN Tower.”

About Mackenzie

Mackenzie is a provider of professional design services comprised of professionals in architecture and interior design; structural, civil and traffic engineering; land use and transportation planning; and landscape architecture. Anchored in the foundational elements of high performance and client focus, Mackenzie brings a deep expertise in commercial office, healthcare, community infrastructure, education, institutional, federal, high tech, public building, industrial, retail, community planning, economic development, and mixed use projects. For more information, please visit www.mcknze.com or call 503-224-9560.

