



# PROFORMA | AQUIUM

SAN FRANCISCO, CA

## SOMA Warehouse Transformation

**DESCRIPTION** The Proforma Interactive studio is built within a transformed 1920's, warehouse in the South of Market area of San Francisco. The program for this growing multi-media company called for administration and production studios for up to 15 current employees with potential expansion space for up to 45 people. A daylit circulation spine and a zoned interior layout helped solve the multi-functioning needs of the company. The project included a seismic upgrade, as well as new mechanical and electrical systems. New front and back facades anchor this old/new building transformation.

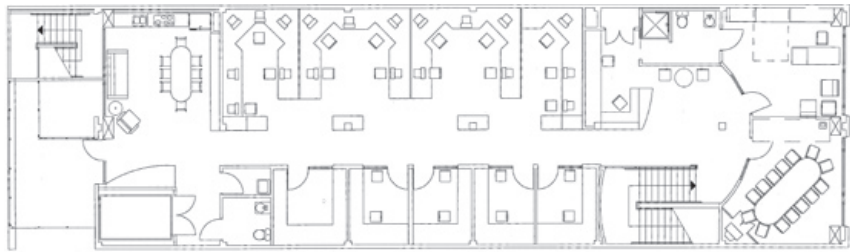
**VISION** Create a flexible, multifunctional workspace organized around a daylit central spine.

**PROJECT REQUIREMENTS** Provide administrative and production studios for a growing multimedia company.



## DESIGN FEATURES

- Sandblasted concrete walls
- Zoned interior layout to accommodate diverse functions
- Flexible floor plan to allow for workforce expansion



## GREEN FEATURES

- Reuse of existing building
- Natural ventilation throughout
- Clerestory windows daylight all interior spaces

**Client:** Keith Rouche

**Building size/acres:** 11,000 sq.ft.

**Completion:** 1998

**Construction est.:** 1.2 M

**Contact:**

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