



# The Panoramic Apartments San Francisco, CA



## 160-Unit

400-resident apartment building in downtown San Francisco that is leased entirely to two area schools.

### Introduction

The Panoramic is a 160-unit, 400-resident apartment building in downtown San Francisco that is leased entirely to two area schools – the California College of the Arts and The San Francisco Conservatory of Music – for their students’ living spaces.

The apartments offer full kitchens, natural light, study spaces and areas to socialize, and are situated in the heart of San Francisco’s thriving tech-district. In fact, this brand new facility is located across the street from the headquarters of social media giant Twitter. The upscale and trendy building also includes a large lobby, reading rooms, lounges on each floor and a rooftop garden.

“The best way to describe the building would be to call it California Modernist,” said Patrick Kennedy, owner of Panoramic Interests, a bay-area real estate development company that owns the structure. “It blends in well with the trendy, design-focused area where it is located.”



In July 2015, the firm finished constructing The Panoramic, and then started the process of selecting furniture that met its needs and fit in with the upscale building.

“We obviously wanted furniture that was visually appealing and complemented the look and feel of the building,” Kennedy said. “We wanted something different. We wanted something that really added a powerful ‘wow’ factor to these spaces.”

## Aesthetic Goals

Kennedy said when searching for furniture, he sought out products that were manufactured with clean, simple design lines, and bright and optimistic colors. In other words, he sought out furniture that was simple and modern without being nondescript.

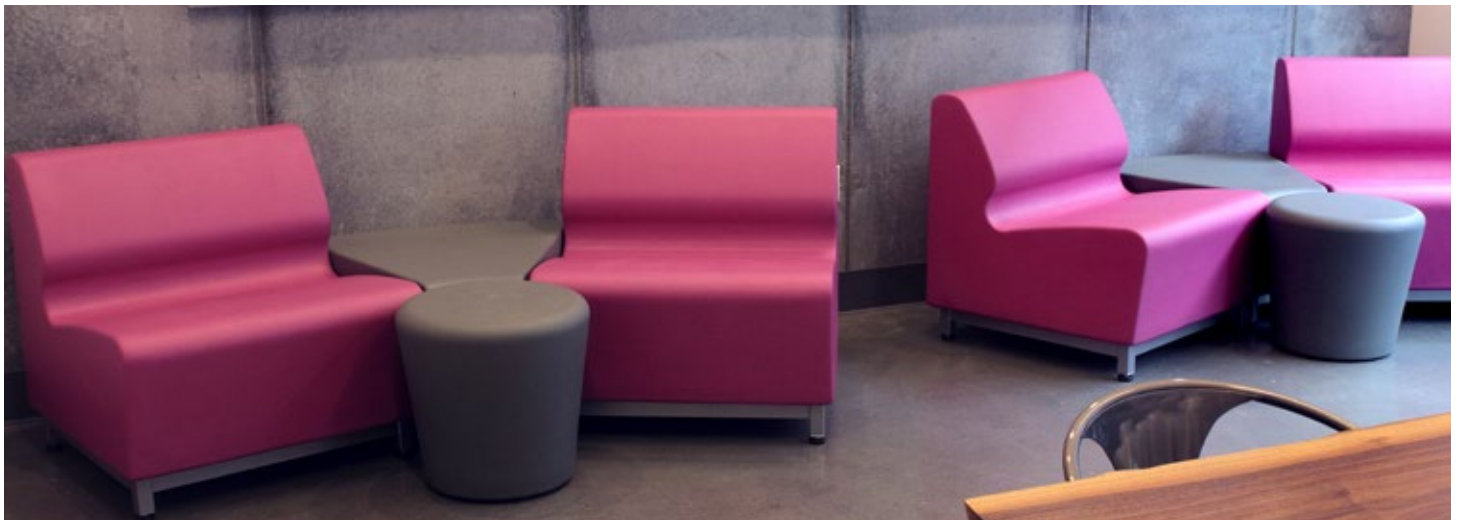


## Durability Goals

The firm also sought out furniture that was nearly indestructible. Kennedy knew some common areas – such as the lobby and lounges – would be subjected to constant use. Therefore, selecting resilient furniture was paramount.

## Functional Goals

Aside from being comfortable and inviting, Kennedy also wanted furniture that could be mixed and matched, and included a series of products, and not just lounge chairs. Furniture lines such as these allow facilities the opportunity to create unique spaces within a building, while also providing a sense of consistency.



## Selection Process

As the search for furniture began, Kennedy did what any building owner across the street from Twitter would do: he went online. After typing in several keywords that described the kind of furniture he was looking for, he came across the Norix Furniture website and was impressed by what he saw.

“I immediately recognized that the furniture had a fresh and modern look to it, which is what we needed since the building has these same attributes,” he said.

After contacting Norix, Kennedy was put in touch with Norix Consultative Sales Specialist Todd Tuchscherer to further evaluate the performance of the Norix furniture products and to get a better understanding of how they would function in The Panoramic environment.

“The style and the color palette of the Hondo Nuevo Series and its minimal but modern look were a perfect fit for the common and public areas in The Panoramic,” Tuchscherer said. “Plus, the series is highly durable and can stand up to the intensive use that you find in many public seating areas.”

## The Results

After opening the building in July 2015, Kennedy decided on and purchased a great quantity of Hondo Nuevo® products for the lounge areas on four floors in the facility. This furniture series is a new line of unique products that combines superior durability, comfort and style, and that allows for flexible, modular seating arrangements. Hondo Nuevo is specially designed for commercial interiors where robust products are a must. This line's smooth, exterior surface is impervious to fluids and highly puncture resistant, yet easy to clean and sanitize. It also features three base options: molded plinth, steel or molded wood grain legs.

The clusters of furniture that Kennedy chose for the four floors include lounge chairs, cubes, ottomans, stools and bench wedges, with each floor featuring a different color – Lime, Mango, Reef and Orchid – from our High Brights Color Palette.

Additionally, Kennedy selected additional Hondo Nuevo benches and wedges, and placed them in a serpentine arrangement – a signature Hondo Nuevo layout that is visually striking – on the ground floor lobby (see photo on next page).

**24** Hondo Nuevo Armless Chairs

**15** Hondo Nuevo Cubes

**5** Hondo Nuevo Ottomons

**18** Hondo Nuevo Bench Wedges

**3** Hondo Nuevo Benches

**4** Hondo Nuevo Stools

**45** Ganging Kits

**1** RockSmart Chair

“The furniture has performed beautifully,” Kennedy said. “There are no signs of wear and tear, and the residents love the fact that the furniture is cheerful and modern.”

During a return visit in early 2016, Tuchscherer introduced Kennedy to Norix Furniture's RockSmart™, a contemporary rocking chair designed from the ground up for soothing comfort, exceptional durability and aesthetic appeal.

RockSmart is constructed out of one-piece rotationally molded polyethylene with a lightly textured surface that allows for easy cleaning. Its generous arcs provide a relaxing and safe rocking action while securely affixed nylon runners protect floors. It's also equipped with a rear bumper that indicates the limits of safe rocking.



“Mr. Kennedy was enthralled with the design of RockSmart and our color palettes and immediately requested samples to evaluate for incorporation into the facility,” Tuchscherer said. “RockSmart is now being used at The Panoramic and fits in perfectly with the modern design of the building.”

Kennedy adds:

“The new Norix furniture looks fresh and modern and fits in beautifully,” he said. “It also is indestructible and requires almost no maintenance. I recommend it.”



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The privately held company is headquartered in West Chicago, IL with consultative sales representatives and dealers throughout the U.S. In 2012, Norix launched Safe Environments, a news and information blog serving architects, designers, administrators and facility managers involved in the design, construction, and operation of challenging environments. For more information, call 800-234-4900 or visit [www.norix.com](http://www.norix.com).