

Beckman saw artwork as a chance to make the showroom less corporate and as a source of images for branding. Collaging various Zooley shirt patterns, he came up with a black-and-white vinyl mural for one wall. Stripes collide with peace signs, and butterflies flit in and out of inky scrawls. Sections of the mural were later copied on postcards that went out to clients.

In the center of the loft



FROM FRONT DU PONT: TABLETOP MATERIAL, **NICHE MODERN:** PENDANT FIXTURES, **TREEFROG VENEER:** PANEL, COLUMN-COVER SURFACING, **FRITZ HANSEN:** SIDE CHAIRS, **WELLBOARD SCANDINAVIA:** EXTERIOR PARTITION SURFACING, **FORBO:** INTERIOR PARTITION SURFACING, **FORMICA CORPORATION:** DESK SURFACING, **HERMAN MILLER:** TASK CHAIR, **TECH LIGHTING:** TRACK LIGHTING, **BELLO BLINDS:** CUSTOM WINDOW SHADES, **CRATE AND BARREL:** CLOCK, **ENGINEERED PRODUCTS CO.:** DRAWER PULLS, **SPRAYLAT CORPORATION:** CLOTHES-RACK PAINT, **THROUGHOUT BENJAMIN MOORE & CO.:** PAINT, **POVERO & COMPANY:** ARCHITECT OF RECORD, **JOHN W. GATES:** BRANDING CONSULTANT, **CE SPACE PLANNING:** GENERAL CONTRACTOR.

space's window wall hang four repeated Zooley signs, their composition vaguely inspired by Andy Warhol silk-screen graphics and paint spills. Versions will soon appear in stores, too, in the hopes that the offhand glamour the signs convey filters into shoppers' consciousness when they reach for that pleated rose-colored top. —*Bunny Wong*



Clockwise from left: A vinyl mural features patterns scanned from the company's shirts. The base of a clothes rack is clad in oak laminate and outfitted with castors. Signage here will appear in stores as well. Oak flooring is stained to simulate walnut.

