
News Release

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FOR IMMEDIATE RELEASE

GIRVIN “Signs Up” Lincoln Square

-- Urban architectural concepts applied in formerly suburban setting

Seattle, Wash. – June 26, 2006 – Strategic branding and design firm GIRVIN Inc. has completed a five-year assignment for Kemper Development Co.’s new and wildly popular Lincoln Square, a 1.4-million square foot mixed-use complex in the heart of fast-growing downtown Bellevue, Wash., east of Seattle.

GIRVIN’s work involved a full range of environmental graphics for the property – including primary identification, tenant identification standards, retail directories and wayfinding, and parking garage wayfinding signing and graphics. In addition, GIRVIN worked closely with the City of Bellevue in using Lincoln Square as a prototype for an updated municipal sign code.

Opening in phases starting last fall, Lincoln Square features 310,000 square feet of retail space and restaurants, a luxury 16-screen cinema, a 337-room Westin, 148 high-end condos, and 320,000 square feet of prestigious office space now under construction.

Microsoft Corp. announced recently that it will lease sixty percent of the office tower, with the balance devoted to the new corporate headquarters of retailer Eddie Bauer.

“The most interesting challenge of Lincoln Square involved bringing an urban architectural concept into the business district of Bellevue,” said GIRVIN designer Mandy Morgan. “The conceptualization of how a new city sign code could be developed to accommodate a structure like this was a delightful puzzle as well.”

Added GIRVIN Creative Director Steve Ahlbom: “Our solution was based on a system of tenants’ facades earning an allocation of signage. Some tenants had a great deal of exterior signage, while others had none at all. That led to a system of ‘lending and borrowing’ to stay within an overall figure seen as appropriate by both the City and Kemper Development.”

Key People

- GIRVIN: Tim Girvin, principal; Steve Ahlbom, Creative Director; Jeff Lancaster, Associate Design Director; Mandy Morgan, Associate Designer; and Virginia Sabado, Production Manager
- Sclater Partners Architects, Seattle; Michael Chaplin, Retail and Parking Garage Project Manager
- SignTech, Seattle; Jeff Braaten, Project Manager

GIRVIN (www.girvin.com) is a full-service strategic branding and design firm with offices in Seattle and New York and affiliates in Paris and Tokyo. Clients range from the world's largest packaged-goods marketer to major Hollywood film studios to leading medical research institutions.

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LINCOLN SQUARE

700

ONE
LINCOLN
TOWER

650





LINCOLN SQUARE

Container Store

LINCOLN SQUARE



LINCOLN SQUARE

Map of the Lincoln Square building showing the location of the Container Store. The map includes a yellow highlighted path leading to the store's location. The text 'LINCOLN SQUARE' is printed at the top of the map.

spring
organiza
sale

A sign for a spring organizational sale. The sign is green and red with white text. The text 'spring organiza' and 'sale' is visible. The sign is located in the window of the Container Store.