



COMMERCIAL

Interior, Retail, Corporate, Hospitality & Residential Development

213 west 35 street #1300
new york new york 10001
www.spgarchitects.com
tel 212 366 5500

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FIRM PROFILE

SPG Architects is a full service award-winning architecture firm founded by Coty Sidnam and currently led by Eric Gartner. SPG provides a comprehensive range of design services and has worked with clients on a broad array of architecture and design projects. Our work includes projects of varying scales and character, with a range of regional, national, and international projects that include single- and multi-family residences, retail environments, corporate interiors, and institutional and hospitality buildings and spaces.

Corporate clients have included a wide range of fashion and design companies, as well as traditional and new media companies. Residences include numerous co-op and condominium apartments, urban townhouses, second homes, free-standing houses, and residential compounds throughout the United States and Latin America. Although the clients are diverse, they are united in their desire for architecture that is well conceived and well executed by a team of thoughtful and energetic design professionals.

Working in the modernist tradition, SPG employs a sense of “critical regionalism” to what originated as an International Style of forward looking architecture. This approach applies sustainable solutions and locally relevant construction technologies and materials to create unique client and site driven solutions.

SPG Architects’ modernist approach to design allows for the various functions of a space to be organized and expressed, while eliminating the cacophony of the untended environment. Architectural ideas are drawn from the project site and the client’s needs and desires. These then are expressed through manipulations of form and light. An interest in up-to-date building technologies, natural and man-made construction materials, and a constantly developing approach to sustainable design strategies further inform our designs. SPG’s work clearly presents a visual consistency based on human proportions, the exploration of light, and the judicious use of materials that provide singular tactile, visual, spatial and temporal experiences.

Eric A. Gartner, AIA, LEED AP

As SPG’s principal partner, Eric has been practicing architecture since obtaining his Master of Architecture degree from the University of Virginia, where he also received his undergraduate degree. He maintains an active relationship with UVA, having long served on the School of Architecture’s Foundation Board, and he regularly serves as a visiting design critic for student reviews at numerous schools of architecture. At SPG, Eric has broadened the firm’s range of project types and helped it expand its national and international presence. SPG Architects’ built work is now located not only across the US but also in Latin America and Africa, and it has been published worldwide. Eric’s ongoing commitment to both environmental and social responsibility has instigated and informed a series of projects that explore the benefits of sustainable design. Eric continues working as the design architect for the Kageno Worldwide community development project in Banda, Rwanda, and a new school in Kenya. For the firm’s private client base, Eric continues to explore the relationship between local environments & building traditions and modern technologies & architectural expression. Eric is a member of the American Institute of Architects, is registered with the National Council of Architectural Registration Boards, through which he is licensed in numerous states, and is a LEED Accredited Professional.

 [SPG Architects Full Portfolio](#)

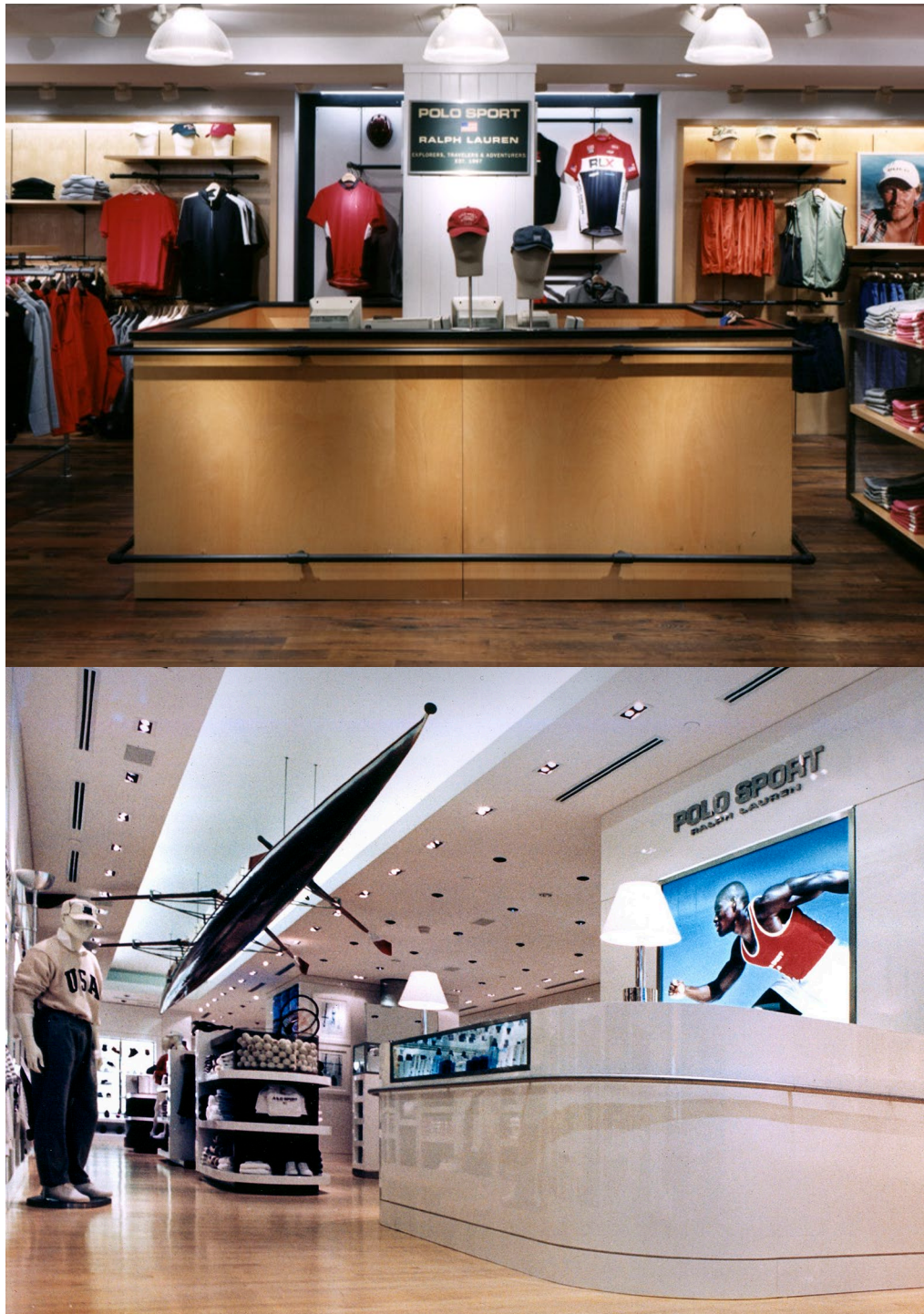


RALPH LAUREN RETAIL

Multiple Locations

SPG Architects has worked with Ralph Lauren's Store Development teams to continue the expansion of branding vocabularies in their retail and wholesale properties. SPG Architects' twenty-three projects for the company include Jewelry, Home Collection and Menswear showrooms, and clothing stores in Atlanta's Lenox Square Mall, Miami's Dadeland Mall and Bloomingdales' flagship store in New York City. SPG Architects completed a Ralph Lauren Home Collection shop and a Polo Jeans shop, both in Macy's New York, a Polo Ralph Lauren Women's shop in San Francisco, a Ralph Lauren Home Collection shop for Bloomingdales New York, and renovated the Flagship store on Madison Avenue.

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HAIR SALON
New York, NY

Upon signing the lease for this ground floor commercial space, Anthony Gianzero approached SPG Architects to design his new salon. Located a block west of heavily commercialized Eighth Avenue, in the Chelsea neighborhood of Manhattan, but with little retail activity, Gianzero wanted to give the 500 SF store front a strong visual presence in order to serve as a destination for his clientele. From the formerly derelict and abandoned space, SPG Architects designed an environment that focuses the activity of the salon around a bar-like reception area where clients can relax. The design involves bars of light, mirrors, glass, and stainless steel grounded by richly stained blue-black cabinetry and flooring. The sense of lightness and reflectivity created by the light and reflective materials remarks on the ephemeral nature of beauty. The solid feel of the flooring and cabinetry provide a distinct sense of place for the stylists and their clientele.

Publications
November 2002 Gap Casa
November 2001 Interior Design: Cutting Edge





BILL BLASS SHOWROOM Fashion District, New York, NY

This subtly detailed showroom space, with its refined material palette and strong sense of proportion, is very well suited to the Bill Blass vision of tailored American classic-yet-modern clothing. The various degrees of translucency create a refuge of muted light that envelops the visitor in the showroom and makes the cacophony of Seventh Avenue a distant memory. Once in the showroom, the finishes and materials combine textures, transparency and reflectivity to contain, conceal and expand the sense of space in an ephemeral shell that provides a perfect foil for the clothing displayed within.

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AOL CORPORATE OFFICES

New York, NY

This project was built for the Interactive Marketing department of American Online in New York City. The existing sky-lit atrium was re-configured to support promotional and social functions as well as to provide a place for informal staff interaction. Flexible office space, flanking the atrium on two levels, accommodates changing staff requirements. A 100-foot long greenhouse connected the elevator lobby with the atrium. Gently curved two-story perforated metal walls screen office operations from visitors, yet allow staff to communicate across the space. These walls, with their ethereally reflective surface, change dramatically in the varying daylight conditions. At night, the artificial light plays on the exposed wood structure behind the metal screen revealing a complex pattern of overlapping shadows on the now semi-transparent surface. A new bridge spans the atrium connecting the mezzanine wings. An existing spiral stair, clad in galvanized metal, anchors the screen walls and serves as the focal point from the entry opposite.

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COTY CORPORATE OFFICES

New York, NY

After completion of a master planning phase in which SPG worked with the client to choose an appropriate site for the cosmetics giant COTY, SPG linked two large floor plates with two new staircases and a common vision to create one cohesive 100,000SF office space that is both refined and ethereal. The use of translucent ceiling and wall planes helps link the unusually large number of private offices that were requested by the owner to the public realm. Public spaces and the many conference rooms expand on the palette of translucence and reflectivity with exposed building systems to create a dynamic space for its employees.

Publications
2003 Materials: Architecture in Detail

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HEALTHCARE INVESTMENT OFFICES

New York, NY

Located in NYC's Flatiron district, the renovation of these offices for a leading healthcare investment firm transforms an existing office suite with minimal architectural interventions. The space is flooded with natural light from the windows on the southern wall, and with its interior glass partitions, the offices maintain a sense of openness. The functions within this 1,875 SF space are redefined with furniture layouts and new cabinetry that create a new reception area, a pantry, and a central informal meeting and gathering area. While the main conference room allows for private board meetings, the large open common space allows for more informal business gatherings and casual interactions. An integrated media system facilitates communication with the firm's other international locations.

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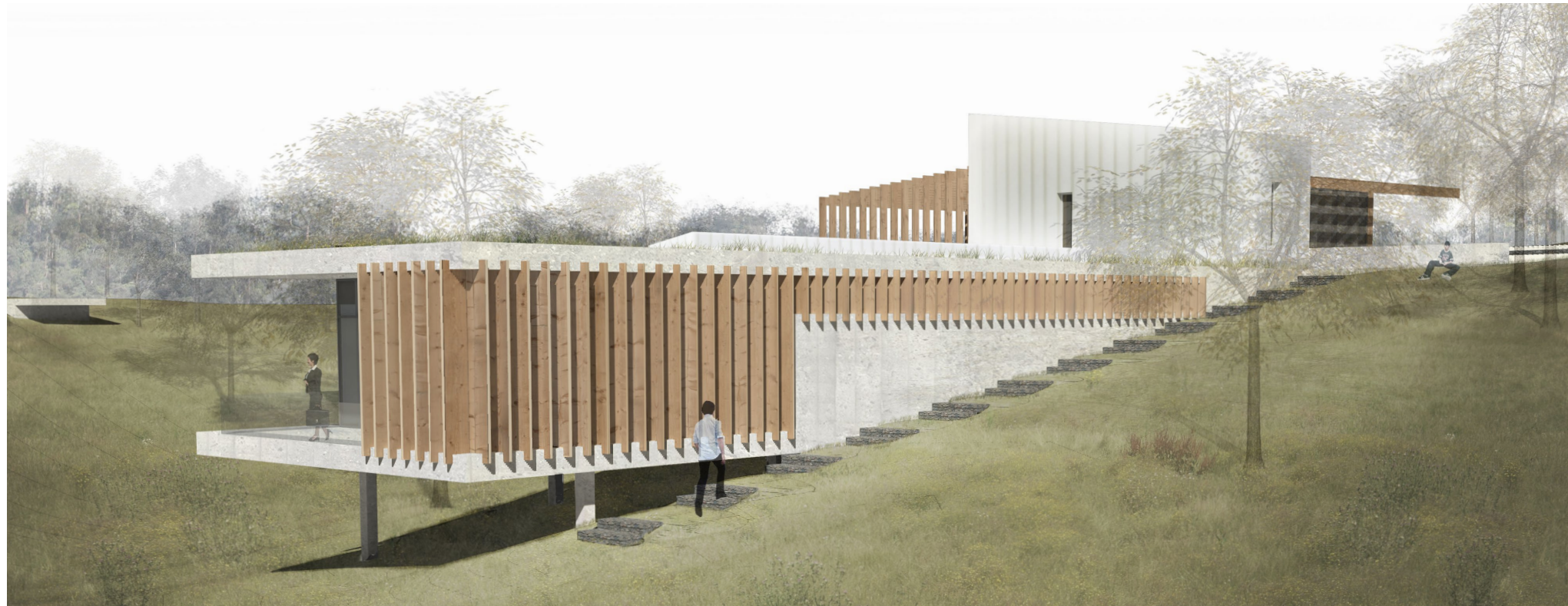


FUNDECOR HEADQUARTERS

San Jose, Costa Rica

The design of a new headquarters for the non-profit FUNDECOR embeds the 6,500 square foot program into the roughly 28 acre landscape, using this position to take advantage of ecological and site sensitive practices core to the mission of the institution. The project calls for a variety of spaces, including offices, a cafeteria, an auditorium, a small hotel for visiting researchers, and a shelter for wild bats. Upon entering the site, visitors only see the entry structure emerging from the rolling landscape. Each of the building components opens primarily to the north, avoiding the harsh southern sunlight through it's orientation and with brise soleil. A south-north axis moves visitors from the bus drop-off and parking lot to the building, while an east-west axis moves employees and visitors through the building itself. The building features numerous sustainable features: collecting rainwater for re-use, harnessing power through solar panels, and the extensive green roofs which reduce energy consumption and water run-off.

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ECO-TOURIST CENTER

Banda, Rwanda

This complex of ecotourist buildings, adjacent to the Kageno Worldwide' Community Center, also designed by SPG, will consist of a number of bungalows, and ultimately an eco-lodge, where visitors to the village of Banda, the Kageno Community Center, and significantly, the nearby Nyungwe Forest can find well-conceived and well-appointed lodging, simultaneously bringing much needed income to the region. The bungalows will be built first, and shall consist of a variety of bedroom configurations with indoor and outdoor living areas, some with bathrooms and some with nearby bathing pavilions.

The lodge will consist of a small restaurant, a shop selling local wares, and quarters for trained nature guides that will assist visitors to more fully enjoy the ecological beauty of the nearby National Forest. All of these proposed buildings are sustainably conceived, with solar arrays on the roof, water collection systems and dry toilets that will allow for composting with no waste of water resources. Broad overhangs and natural ventilation taking advantage of the flow up air on the hillside location with add comfort to the shelters.

By bringing jobs and outside income to the Banda community, this project is not only environmentally sustainable but capable of making the entire community and region more economically sustainable as well.

Honors

2024 Architizer A+Awards : Unbuilt Hospitality: Finalist

2023 Rethinking the Future Awards : Second Award - Hospitality (Concept)

2020 The Plan Magazine Awards : Hospitality: Finalist

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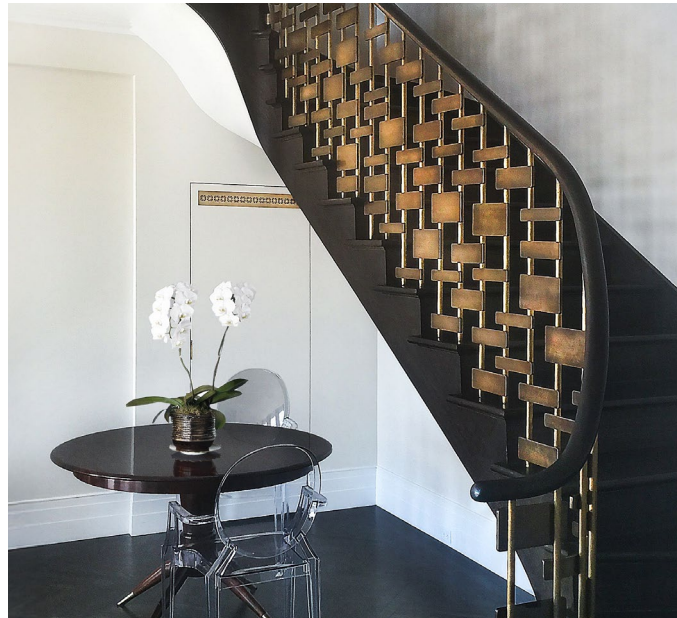


RESIDENTIAL DEVELOPMENT

SPG has worked with several smaller scale residential and commercial developers with the goal of building and/or converting their properties for resale. We've also worked with real estate owners looking to make significant improvements to their rental properties to maximize long-term returns on their holdings and ensure that their buildings are code compliant, structurally sound, energy efficient, and aesthetically pleasing.

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OTHER PROJECTS | CITY LIVING

SPG's experience in residential renovations and construction begins with our origins in NYC, where private living spaces provide important relief to the cacophony of the urban environment. Our designs offer thoughtfully conceived interior and outdoor spaces that connect us to the urban locale while simultaneously providing a calming backdrop for our clients' private lives. Understanding the value of every square foot means that we maximize functionality and eliminate visual clutter, providing each of our clients with a unique sense of home.

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OTHER PROJECTS | HOUSE

SPG Architects' very first clients retained us for our skills in designing and renovating houses, and this body of work continues to help define the firm. We have long explored the intersection of formal design, local site, environmental conditions, and our clients' needs to create a series of new site-specific and elevated free-standing homes and reimagine existing homes to meet our clients' updated expectations.

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