

Hearing Room Small Corridor

In the small corridor (1001) we would put the four timelines on the larger wall to the left and 5 of the miscellaneous photos on the right.

First Floor Reception

The first image the visitor would see is the Agency Seal on the wall behind the reception desk (as currently displayed).

Immediately to the left on the same wall, in the most symbolically important niche in the room, we would place the Granite Mission Statement.

On the wall to the left with the TV monitor, we would locate the pictures of the President And Vice-President (NIC).

We would recommend that sometime in the future, they be reframed on a par with the rest of the Agency framing quality.

The frames could be made with openable backs so that they could be reused as each administration changes. The Current Chair and Commission frames could also be set up that way, but there are tradeoff consideration related to humidity wrinkling and perfect alignment.

As one walks out the entrance doors, we would recommend that the left wall be reserved for a framed current (or historic) print media coverage of the Agency.

This would reinforce a sense that the Agency has relevance in the sweep of history.

Hearing Room Suite Foyer

Walking into the suite, the visitor sees directly ahead, close up and readable, the 911 Seal.

Immediately to the right, close up and readable, the Mission Statement and on the diagonal to the left, the Commission Portrait.

In the same area, departing visitors see the framed montage of the four CFTC buildings, by itself, on its own wall. We believe that the public should see these buildings somewhere in this suite, and this seemed the best place.

Hearing Room

This is the "power room" of the Agency.

We believe that this room should show the Sitting Commission and the Present and Past Chairs -- and nothing else.

(Anything more would add visual clutter, not visual interest.)

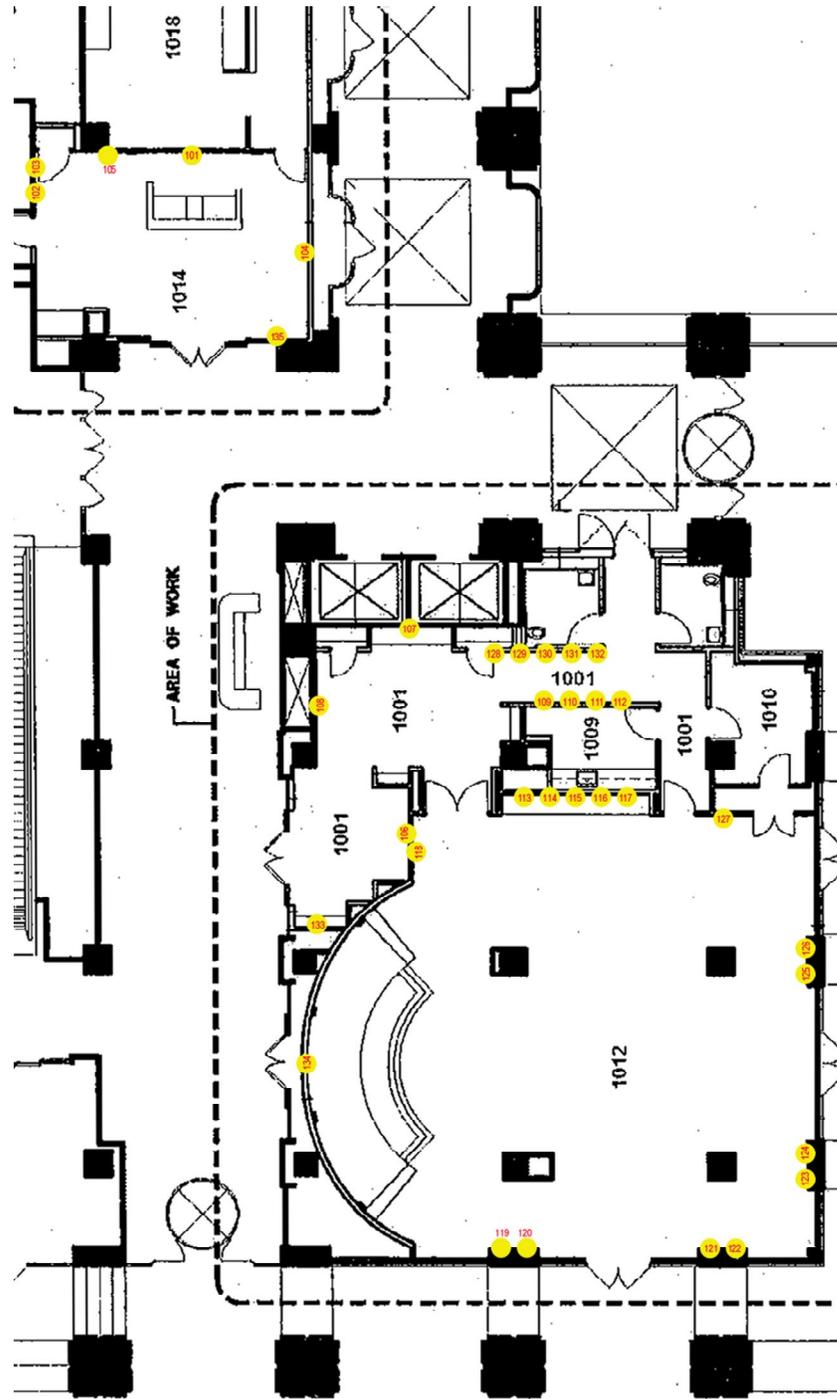
As the visitor moves through the room entrance the first thing on the left, an important wall, should be the current Chair – up close where people can easily learn to recognize him or her.

Then counter clock wise around the perimeter of the room the past chairs. Two on each 5 foot projecting wall, ending with one Chair on the wall adjoining corridor 1901.

We would leave the projection screen wall at the back empty and clean.

We would put the Sitting Commission portraits in the important niche on the wall immediately to the left upon entering (adjoining room 1009).

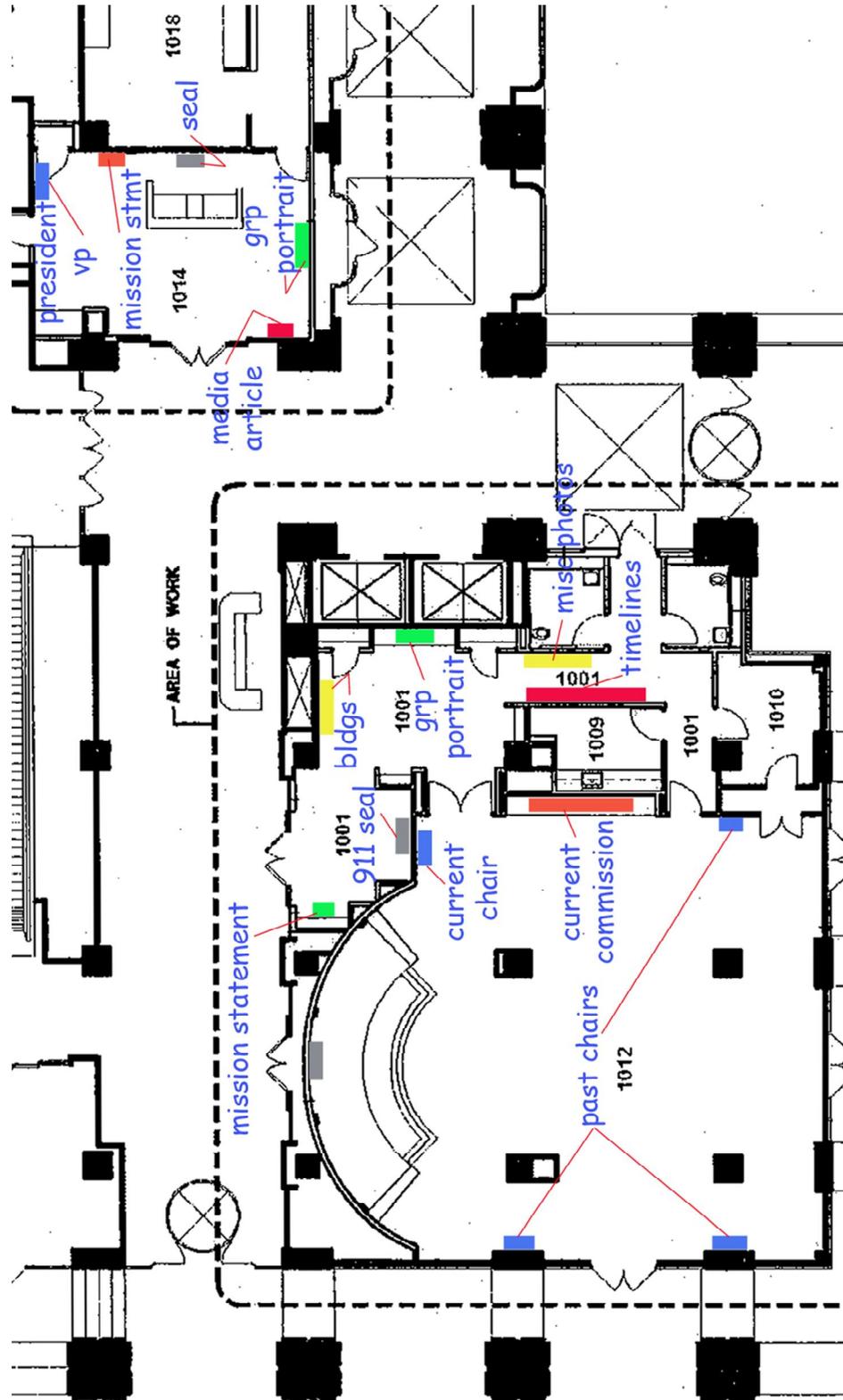
Locations - First Floor Plan



21ST STREET NW

Zone One - First Floor Plan

Zone One - First Floor Plan



21ST STREET NW

pass the mission statement every day, so the ninth floor would need one, and commissioners going directly into the hearing room should confront their mission before every hearing.

We think that it is not necessary that each one be in granite. We would recommend that two of the statements (NIC) should be framed up in a modern and dignified font, similar to the Gallery Perspective, (but not in a calligraphy font).

Commission Group Portraits

We like the precedent of having the sitting commission group portrait. It is less formal and more human than just having the traditional line of single portraits alone.

We favor the notion that new staff, potential new staff, new clients and visitors see the informal group portrait upon arrival at each of the three zones. Our layout reflects this notion and places them alone on important walls in each of the three reception areas.

Overview

This section provides our conceptual approach to the major ideas behind our layout plan.

We then provide a “walk-through” which illustrates the implementation of our conceptual approach.

Agency Seals

We believe that the first image the CFTC clients should see on entrance to each of the important zones of the building is the agency Seal.

In our experience, nothing reinforces the vested power, authority, dignity and timelessness of the agency like the Agency Seal mounted on a substantial unadorned wall.

Toward that end, in each of the three main zones, we have reserved three places for those seals.

Instinctively, your staff has already optimally located those seals (first floor Reception, first floor Hearing Room complex, and 9th floor reception) and we would retain those locations. However, we would put the 911 seal at the entrance to the hearing room complex.

Mission Statement

We believe that in each of the three main zones, there should be a mission statement, although two of the three are not in contract (NIC). We believe that staff as well as clients should

(CFTC Historic Wall Project Excerpt)

CFTC Historic Wall Project

Conceptual Approach for
Maximum Clarity and Impact

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