



4240 Interiors works to create an entirely new styles for its clients, from designing furniture to rugs.

Seamless Combination

4240 Interiors provides interiors that connect to exterior architecture.

Denver-based 4240 Architecture Inc. has set out to reach some lofty goals: "To bridge the gap between apparent opposites: nature and technology, individual and communities, the sacred and profane, emotion and reason, light and dark, object and space." The company's interiors division, led by Marcia Weese, strives to meet these same standards, allowing clients a one-stop shopping experience for their architectural projects. The division was established in 2004.

The company, which also has an office in Chicago, gets involved in site-specific work, Weese says, "so the projects are very specific to place-making," depending on the location, program and history. "We work that way to bring specificity to each project," she explains. "It's also unique because we have support from the architects, and the architects have support from us. We can take on much larger jobs because of this, and also bring to architecture new innovation and technology within the interior design industry that they might not otherwise have access to.

"Conversely, they can bring ideas of structure and detail that might be innovative to us," she continues. "It's a dynamic combination – something we like to call 'seamless.'"

By getting involved with projects as early as possible, 4240 Interiors can achieve a more detailed and unified result, Weese says.

"We are working from the inside out and the outside in," she says. "It's not

about decoration – it's about design. This is a crucial point for us and one we feel very passionate about."

The company recently moved from Denver's lower downtown area to its River North (RiNo) neighborhood, located just north of downtown. "RiNo might be called an 'industrial wasteland,' but we can see the city moving out toward us," she says. "Architects, designers, artists – we all go to the places no one else wants to go, and then the neighborhood starts to bloom. We renovated an old steel factory for our office space. It's fantastic and full of air and space. It's pending LEED gold certification."

'Entirely New Style'

4240 Interiors is working on several other projects, including a large multi-family development in Mobile, Ala.

The project is located on 500 acres of protected wetlands and estuary near Mobile Bay, where the Mobile River meets the ocean. "It's a wonderful opportunity to work site specifically inspired by the rich culture and history of southern Alabama with craft and folk art, and southern writers – we will bring that flavor into the interiors with a modern twist using cane, wicker, cotton, quilts and woven materials."

4240 Interiors is also finishing the five-star Montelucia Resort project in Scottsdale, Ariz. Montelucia has an Andalusian and Moroccan theme and fea-

4240 Interiors
 www.4240arch.com
 Headquarters: Denver
 Interiors employees: 6
 Services: Interior architecture, interior design and product design
 Marcia Weese, director of interiors:
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Company Profile

tures authentic artifacts. "It's an oasis in the desert," she says. "This will be open late summer or early fall. The spa and Kazbah guest room components help create a magical spot in the desert at the foot of Camelback Mountain."

4240 Interiors is working on the Montelucia project as an independent contractor with outside architects. On the majority of its projects, however, it works alongside its in-house architects, Weese says.

"We are working on a very thrilling – confidential at the moment – project with an exciting component," she says. "We're attempting to create an entirely new style for this site and client. When people visit, they will recognize that where they are is different from anywhere else. We are taking the indigenous landscape and culture of the Old West and combining it with the New West to synthesize and elicit a dynamic combination.

"This includes designing furniture, rugs, lighting, hardware, window treatments, approaches to built-ins, millwork, material combinations and new ways to work with stone and tile," she adds. "One of the company's visions, when we look into the future for interiors, is to develop more product.

"I'm an artist and interior designer, managing this dual career for almost 30 years. The art helps inform the interior design. I recently introduced a line of rugs that I designed. They're woven by Tibetans.

"I am involved in product design, as well – when I can't find what I'm

looking for, I design it and collaborate with artisans to make it." All these projects include sustainable elements, Weese says, which is increasingly important to clients. "Thirteen of our employees – out of 80 between Chicago and Denver – are LEED accredited, and the number is growing strong," she notes.

Cross Pollinate

Weese describes the company's culture as a laboratory. "We work collaboratively with dialogue and research – research first, then dialoguing," she explains. "We work with a team spirit, as opposed to having one or two designers lording over us. We're able to innovate in a diversified way, which creates better design in general."

To promote this lab atmosphere, the company recently developed a lecture series called "Cross Pollinate." It invites representatives from fields other than architecture and design to come in and talk about their creative processes. "For example, we have scheduled a winemaker, a land conservationist and a poet. When they come in and share with us, it broadens our minds – industries are looking across disciplines, to share insight and inspiration. When I look at the future, I see that we will continue our trajectory toward beautifully seamless and sustainable green design." ■

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