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## **Smarter Interiors Selected To Provide Furniture for Landmark Richmond CenterStage Project**

Richmond Based Company To Furnish World-Class Performing Arts Complex

**Richmond, VA., August 19, 2009**—Smarter Interiors, a Richmond headquartered contract furniture company, announced that it was recently awarded a contract to supply the furnishings for the much-heralded performing arts complex, Richmond CenterStage. Smarter Interiors will supply and install furniture for the Carpenter Theatre, production support spaces, reception areas, ticket booth, break areas, private offices, open offices and educational classrooms. Designed by the Boston architecture firm Wilson Butler Architects, the Richmond CenterStage (RCS) complex is a \$73.5 million, 179,000-square-foot facility with state-of-the-art acoustic design and a program of world-class performing artists. It is slated to open with great fanfare September 12<sup>th</sup>.

According to Smarter Interiors principal, Greg Campbell, his firm was selected to provide furniture solutions in part because he and his design team, lead by Senior Designer Susan O’Kelly, BFA, CID, had a solid understanding of the campus and a great respect for the achievement of Richmond’s new landmark project. “We knew we needed to provide furnishings that would enhance the new state-of-the-art performing arts center, meet their programming requirements, be completed rapidly, and within budget,” states Campbell.

Smarter Interiors has worked closely with the staff of SMG to coordinate the furnishings. SMG is a Philadelphia-based venue management company that oversees the day to day operations of Richmond CenterStage and the Coliseum for their client, RPAC, Inc., the operator of RCS.

“Richmond CenterStage wanted a transitional style—one that would blend in with the existing décor and look of the fully renovated, historic Carpenter Theatre next door,” continues Campbell. “Our furnishing solutions offered all of that and were well within their budget. We are excited to have been selected to be part of this milestone project.”

Smarter Interiors solution includes specifying the HNI Corporation—Allsteel and Gunlocke products for the private offices, open offices and meeting areas. The majority of the furniture is modular, creating ease of future furniture change and additions. The open office workstations were designed for high collaboration, un-obstructed exterior light and physical view. Using multiple



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surface materials on the visible exterior of the workstations only reduced the overall furniture cost without compromising the high end impact. For the lobby and break room areas Smarter Interiors has creatively found ways to satisfy the furniture needs while maintaining the budget and performance requirements of the ancillary furniture.

The Smarter Interiors' team is providing furniture specification services, project management, installation management and coordination to ensure a project that will be completed for the Richmond CenterStage grand opening September 12th.

### **About Richmond CenterStage**

Designed by the Boston architecture firm Wilson Butler Architects, the Richmond CenterStage (RCS) complex is a \$73.5 million, 179,000 square foot facility with state-of-the-art acoustic design and a program of world-class performing artists. It builds upon the historic restoration and renovation of the venerable Carpenter Theatre by adding two smaller venues – Rhythm Hall and the Gottwald Playhouse. The facilities also include a visual arts gallery and an innovative education facility, supported by a full complement of performance, production support space, and reception areas.

### **About Smarter Interiors**

Smarter Interiors provides tailored products and services to commercial developers, the hospitality industry, architects and interior designers. Smarter Interiors is a privately held company founded in Richmond, Virginia in 2001 by furniture industry veterans Greg Campbell and Randy Alderson.

Smarter Interiors offers complete turnkey commercial and office furniture solutions. The company's capabilities include space planning; new, recycled and refurbished furniture; custom product sourcing; project management, installation and service; and move management. Smarter Interiors' industry experience includes healthcare, education, professional services, local, state and federal governments, telecommunications, public utilities, and manufacturing. Smarter Interiors has completed many installations for large healthcare, commercial and public sector clients in North America, the Caribbean and elsewhere.