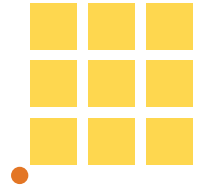


JAAN FERREE

INTENTIONAL DESIGNER



CASE STUDY:

Sigma Alpha Iota National Headquarters

INITIAL BRIEF:

For the national headquarters of a music sorority with 212 campus chapters, the assignment became one of instilling every room with the rainments of history and a century of musical heritage.

DESIGN STRATEGY:

Since 1903, the rose endures as a symbol of the good works of this womens' organization and, on that note, establishes the tone and presence of the headquarter's décor.

APPLIED IDEAS:

A sheet music mural thanking donors, a grand piano for recitals, framed memorabilia, a meeting space with chairs designed especially for women.

AFTERWARD NOTES:

In a letter of commendation, National President Ginny Johnson writes, "Throughout the whole process Ms. Ferree not only used her expertise but also her heart and soul as she took this office structure and made it a place for warmth, peace and creativity."



Clockwise from left top: A national headquarters; a totally planned work space; a wall of high notes; an archival entrance; the rose as symbol; a welcoming front parlor; a pleased and proud executive director, Ruth Johnson, with Jaan Ferree on dedication day; a conference room where chairs are designed for women.

