

Design

Create a better experience for all.

Build

Precise factory-made modules enable better asset management, optimizing your investment.

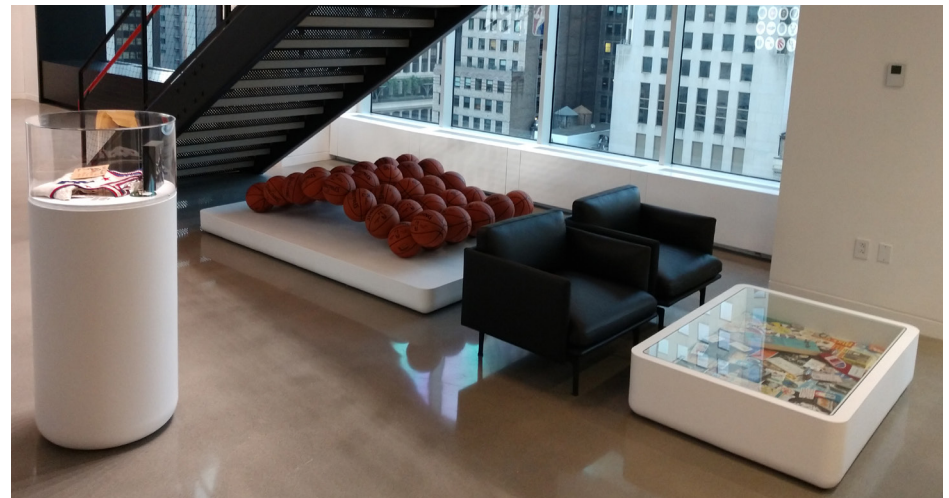
Install

Product arrives at the jobsite pre-made and ready for installation, helping you stay operable during renovations and open faster in new construction.

StudioCraft has the expertise to create nearly any architectural or furniture solution to meet your needs. We deliver the exact designs you desire with our custom multi-material fabrication capabilities.

Full Court Press

StudioCraft Used Its Robust Capabilities to Bring Showstopping Designs to Life at the NYC Headquarters of a Pro Sports League



Need a non-standard furniture solution?
StudioCraft will meet you where you are in the design process.

Project Description

Recently, StudioCraft was given the opportunity to work with a professional sports league to create custom solutions for a significant portion of their NYC headquarters. What began as an experiment with repurposing old basketball courts into office panels led to a suite of bespoke design elements including office panels, showroom displays, and registration desks.

Process

Our dealer partner in New York brought us on to the project so we could help extend their ability to outfit more of their client's floorplate. The ask? Repurpose wood from professional basketball courts into panels that would enclose employee offices. They presented this problem to us as a set of creative renderings with no direction on engineering and fabrication. This, however, happens to be our specialty. After rounds of meetings, iteration, and testing, we unveiled a solution that brought more opportunities with the client.

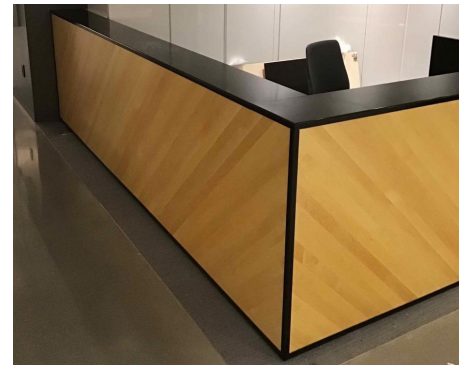
Solution

Office Panels

The designer wanted to use old flooring from courts but looked to StudioCraft to determine how to dismantle and repurpose the panels. To do this, we reassembled panels of varying thicknesses while maintaining the unique details of each floor. The finished panels form their offices and hold name plaques and unique graphics for wayfinding and have distinctive colors for each floor. Each panel also notes the year and team or event where the floor was used.

Reception Desks

To build reception stations for the executive offices, we used custom angled maple reminiscent of the floorboards of a basketball court and black powder coat frames that enclose adjustable-height worksurfaces.



Solution

Showroom Displays

We created display stands with museum-quality UV acrylic covers to hold trophies and historical artifacts. Another custom stand for printing name tags includes a hinged, curved door in the pedestal. We also created a custom glass coffee table to display historical basketball cards. Lastly, we built an impressive sculpture made from basketballs, five rows wide by eight deep, that simulates basketballs as they bounce up and down.

Custom Sculptural Element

Our latest project was to suspend eighty basketballs from the ceiling of a conference room, while making sure all of the balls appear fully inflated. We created special hidden brackets to hold the balls to the ceiling and filled them with spray foam so they will always appear inflated.



About StudioCraft

StudioCraft's team of educated craftspeople—most with degrees in furniture design or fine arts—respect the details. Our track record of custom work demonstrates purposeful design, professional engineering, and precise manufacturing, all of which results in exceptional products backed by impeccable service.

StudioCraft
5265 Kellogg Woods Dr SE, Suite B
Kentwood, MI 49548
hello@studiocraft.com
[@studiocraftcorp](https://www.instagram.com/studiocraftcorp)

