



**Form**  
Inspired Product + Material Choices

MARKET OFFICE

**The Lovejoy Wharf**  
Boston

For years the privately-owned Lovejoy Wharf was a missing link in the HarborWalk that extends 46 miles around Boston's waterfront. Revived in 2015, Lovejoy Wharf is now home to a new pedestrian walkway and a reinvented 200,000-sq.-ft., circa 1904 office building—the new global headquarters for iconic footwear company Converse. A unique mix of retail, entertainment and commercial office space. Lovejoy Wharf hosts 600 corporate employees; Converse's non-profit sound studio, RubberTracks, that helps non-mainstream artists record an album; a yoga studio; fitness center; café/commons and materials library. Embracing multiple old and new exposed hard surfaces, building materials were chosen to create the desired industrial feel that represents the retailer's "grungy" image, including charred Western Red cedar, a two-story glass curtainwall; refurbished exposed steel columns; burlap walls; reclaimed wood from the Wharf; polished concrete floors and even a lacquered Converse canvas-wrapped reception desk and tables made with hardened shoelaces.

Built in 1904, the Lovejoy Wharf building has been reinvented many times before—from a submarine manufacturing facility to a chocolate warehouse, a multi-tenant office building and now into Converse's world HQ.



**Jennifer Carpenter, LEED AP**, earned a Masters from Columbia's Graduate School of Architecture. Since opening her firm in 2009, she has built a roster of clients in the corporate, retail and education markets.



**Tom Schultz, AIA, NCARB, Sr. Proj. Manager** at The Architectural Team, is responsible for more than 1.5M sq. ft. of projects in the Boston-area alone. He is an adjunct professor at Wentworth Institute of Technology.

Photography: Gustav Holund, courtesy The Architectural Team

**Signage**  
Poyant Sign

The Converse Sign was designed by Jennifer Carpenter Architect & Materials & Methods. Fabricated by Poyant Sign of New Bedford.

**Curtainwall**  
1600 System 2,  
Kawneer

The Building's new "windows" Schultz specified Kawneer's non-operable aluminum curtainwall glass 1600 System 5 instead of operable windows for the facility's window openings to create a uniform look across the facility. The glass was interior sealed (instead of exterior sealed) to save time.

**Wood**  
Delta Millworks

Western Red cedar clads the Rubber Tracks music studio. The tongue and groove wood was put into a charring chamber to char the exterior as a way to preserve it and further the "Converse look."

**Metal Panels**  
Matrix Series, Morin

Exterior metal paneling on retail store was chosen by Schultz and Carpenter for its "interesting lines" that match the building's horizontal lines helps further the industrial look Converse was looking for.

CONVERSE RETAIL STORE



Located on the other side of the music studio (below the bridge level in the image), the retail store is clad in metal to complement the building's lines.

