

# Architecture Branding+Digital Interior Design Strategic Action

[bamcreative.io](http://bamcreative.io)

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Los Angeles, CA 90013  
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New York  
30 West 24th Street  
Seventh Floor  
New York, NY 10010  
646.522.5550



**BAM Creative is a full-service, multidisciplinary design agency, providing first to market design solutions on technically complex projects for leading organizations.**

We design environments, build brands, and tell stories that anticipate and inspire change. We are people focused and we are talent focused. We hire the best and brightest people, empower them to grow, and to consider the impossible possible. We specialize in the following areas: architecture, branding+digital, interior design, strategic action.



Architecture



Branding+Digital








Interior Design



Strategic Action

Partnerships

Here are a few of the leading organizations  
our team has collaborated with.

| Healthcare  | Media+<br>Entertainment   | Workplace  | Science+<br>Technology  |
|---|---|--|---|
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|  |  |  |  |

## **Project Range**

BAM has completed  
projects for clients in:

**California**

**Connecticut**

**Florida**

**Illinois**

**Maryland**

**New Jersey**

**New York**

**North Carolina**

**Pennsylvania**

**Tennessee**

**Texas**

**Virginia**

**Washington, DC**

**Puerto Rico**

**Amsterdam, NL**

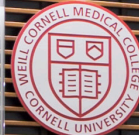
**London, UK**

## Project Size

bamcreative.io



**Weill Cornell  
Medicine**  
Ronald O. Perelman &  
Claudia Cohen  
Center for  
Reproductive Medicine



**Weill Cornell  
Medicine**  
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Physical size range of built projects

< 1,000 SF — 350,000+ SF

Physical size of master plans

< 10,000 SF — 2,100,000 SF

Dollar value range of built projects

< \$ 50,000 — \$ 50,000,000

Photography © Albert Vecerka | Esto

## Press

BAM and our work has been profiled,  
recognized and/or featured in the following  
media outlets:

*New York Times*

*Wall Street Journal*

*Washington Post*

*ABC-TV WNTN*

*NBC Nightly News*

*Metropolis*

*Architectural Record*

*Architect's Newspaper*

*Crain's*

*LA Business Journal*

*Real Estate Weekly*

*Healthcare Design*

*Modern Healthcare*

*New York Enterprise Report*

*Westchester Magazine*

*ULI Magazine Urbanland*





**Pam Cole**  
Founding Principal



**Daniel Ahn**  
Principal



**Ross Cole**  
Founding Principal



**Daniel Castner**  
Principal



**Brian Spence**  
Founding Principal



**Natalia Maldonado**  
Principal

Architecture  
Branding+Digital  
Interior Design  
Strategic Action



# Projects/ Facts

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### Adaptive Reuse

Transformation of an old line industrial property into the state-of-the-art HATCHspaces bioscience facility.

### Market Repositioning

Project combined the varied elements of renovation, ground-up work and technical conversion of the factory and warehouse into a practical and visually exciting space to attract leading scientists and researchers.

### LA Mayor's Spotlight

Awarded a certificate from the LA Mayor's office recognizing HATCHspaces as the "first biotech wet lab coworking facility" in Los Angeles.



Photography © Nirav Solanki Photography

# Irvine Company and University Lab Partners

## Biotech Incubator

Irvine, California

### Client Advocate

BAM is collaborating with Irvine Company and University Lab Partners to clarify and advise on the lab build-out by balancing adaptability for future tenant needs with the cost to implement that flexibility.

### Promoting STEM

University Lab Partners is funding the design and construction of a new biotech incubator adjacent to the UC Irvine campus.

### Dynamic R&D Design

A state-of-the-art life science coworking environment with dedicated areas for workforce development and training opportunities.



Photography © University Lab Partners



# Acorda Therapeutics

## Life Science Campus

Ardsley, New York

### Unearthing New Floor

Sculpting and digging out the partially subterranean first floor enabled the building to leverage natural site characteristics which resulted in minimized reliance on the MEP systems, reduced contamination issues and increased researcher satisfaction due to the lab placement providing expansive views of the Saw Mill River Valley.

### Connector Building

BAM devised a plan to join existing buildings with a "connector building" designed both as a functional pedestrian bridge while also encouraging connections across campus as a location for impromptu meetings.

### Town Square

Design reinvented a 1960s corporate campus to foster collaboration by adding a campus "town center" - one of the first of its kind, and one of many upgrades that supports Acorda's accelerated growth and further strengthened its culture.



Photography © Albert Vecerka | Esto

# Regeneron Pharmaceuticals

## Campus Lab and Workplace Renovations

Tarrytown, New York

### Master Planning

A first generation fit out of a 140,000 square foot life sciences research and development building – the largest construction project in Westchester when built.

### First to Market

Scientific innovations resulting in life-saving treatments.

### Workplace as Recruiter

Architecture and interior design featured in The Wall Street Journal as an environment for recruitment and retention.



Photography © Albert Vecerka | Esto



# T-Cure Bioscience

**Cancer Research,  
Tissue Culture and Molecular  
Biology**

Los Angeles, California



Photography © BAM Creative

## **Problem Solving Solution**

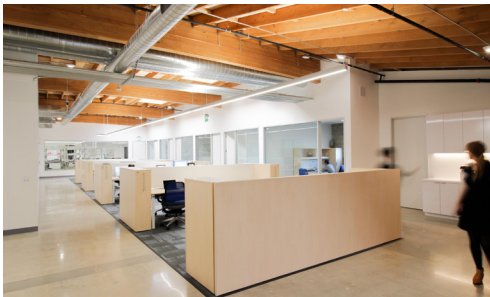
T-Cure's design problem; the ideal one-story warehouse was designed for creative offices rather than labs.

## **Lab Conversion**

Sleek design converted select areas to labs that meet stringent research requirements.

## **Collaboration and Innovation**

Improved workplace areas to promote brainstorming and support impromptu meetings.



### Rapid Growth

A quickly growing cell therapy company, this collaboration focuses on the design of a state-of-the-art R+D and life science headquarters that creates personalized therapeutics. With the active research, the fast-track project had the lab space up and running as soon as possible.

### Dynamic R&D Design

Supporting the research for life-saving therapies, the team designed general labs and multiple specialty areas that include tissue culture, clean room, cGMP warehouse, and environmental cold rooms.

### Innovative Project Delivery

Streamlining the process for the client, BAM architects and interior designers partnered with our Branding+Digital department to create a tailored, client-branded project management website. Improving communication for the client with their internal stakeholders, the site includes each drawing issuance and key project files on an easy-to-use website.





# Good Design Is Not Enough

*These are the principles that drive us. Every day.*

**form** long-term relationships / **hire** people that are smarter than you / **hire** based on character  
**build** camaraderie / **foster** a mentoring mindset / **focus** on the long view  
**talk** the talk, walk the walk / **build** a strong foundation and strong infrastructure  
**plan** growth carefully / **make** things easy / **focus** on high value work  
**focus** on client relationships / **employ** a no jerks policy / **keep** commitments  
**be** nimble, fast, accurate and flexible / **act** collectively as a group  
**let** designers design, and business people run the business / **learn** from past mistakes  
**understand** that persistence is key to success / **make** the world a better place

