

Discovering the psychology behind architecture

When BorgWarner Automotive decided to combine three of its engineering companies, they looked to an architectural team with more than just design on the mind.

by Matthew DoBias

Before the bricks and mortar, there is paper.

That's what currently lines the walls of a cramped room in the Birmingham office of Studio B Architects. Paper that is dog-eared and fraying at the edges, and some that is crisp and blindingly white.

Granted, it's more than just an ill-chosen decorating scheme. What's written, etched and drawn on the paper represents the building blocks to an ambitious project that not only will give a Tier One automotive firm a modern 200,000 square foot office building, but also meld three different corporate cultures into a cohesive team.

For BorgWarner Automotive, the opportunity to start from scratch is not taken lightly. In a way, company officials are realizing the dream of many businesses,



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An interior space at Calsonic North America