



For Immediate Release:

Contact: Michael Jensen or Meghan Helsel at 626-585-9575 or [meghan@jensencom.com](mailto:meghan@jensencom.com)

**REJUVENATION OF RICHMOND, CA'S HISTORIC FORD ASSEMBLY BUILDING—HOME TO THE CRANEWAY PAVILION ARTS & ENTERTAINMENT VENUE—WINS 2009 DESIGN AWARD FROM AIA EAST BAY**

**Spearheaded by Orton Development and Marcy Wong Donn Logan Architects, the Restoration of the Albert Kahn-designed Landmark was also Honored by the National Trust for Historic Preservation**

**Richmond, CA, April 1, 2009:** The renovation of the historic **Ford Assembly Building** in **Richmond, CA**, has just been honored with a **2009 Design Award** by **AIA East Bay**, a **Bay Area** local chapter of the **American Institute of Architects** that serves **architects** and the **public** in the **northern California** counties of Alameda, Contra Costa, Napa and Solano. The **Citation for Architecture** award recognizes the comprehensive restoration and upgrade of the **525,000-foot, quarter-mile** long waterfront facility, carried out under the auspices of a project team led by **Richmond, CA-based Orton Development**—who has owned the building since 2004—and the award-winning, **Berkeley, CA-based firm Marcy Wong Donn Logan Architects**. The design team also includes preservation architect **Mark Hulbert** and structural engineers **The Crosby Group**.

Today home to the state-of-the-art event, concert and production facility **Craneway Pavilion** as well as six “green” businesses, the **Ford Assembly Building** was originally designed by legendary 20th century industrial architect **Albert Kahn**. Boasting spectacular views of **San Francisco**, it opened in 1932 as **Ford Motor's Model 'A'** production plant, and in the 1940s, became a hub of **WWII home front** efforts when it was retooled to produce tanks and jeeps. The facility sits adjacent to the **Rosie the Riveter/World War II Home Front National Historical Park**.

Although the **Ford Assembly Building** made the **National Register of Historic Places** in 1988, it was vacant and unused by then, and suffered subsequent structural damage in the 1989 Loma Prieta earthquake. **Orton Development** strategized with leaders in the **City of Richmond** to save this architecturally and historically important structure from demolition. Now an innovative model of **21st century sustainability**, the reborn **Ford Assembly Building** is a cornerstone of the overall revitalization of **Richmond**. Via the **Craneway Pavilion**, it is also a key destination for arts and culture events for the entire **San Francisco Bay Area**.

The scope of work led by **Marcy Wong Donn Logan** for the adaptive use of this massive edifice encompassed the **salvage, restoration, reinforcement** and **renovation** of features inherent to the building's architectural spirit, including highly **repetitive fenestration** (over 40,000 window panes) and vast skylight modules. The building's classic **saw-tooth roof** configuration, with massive north-facing skylights, created the luxuriously “day-lit” factory space for which **Kahn** was famous. Today, a **rooftop solar voltaic power plant** adds progressive function to the structure's timeless form, and the building's occupants reap the rewards of this sun-drenched, light-filled, and sustainably-adapted built environment.

In addition to **AIA East Bay's 2009 Citation for Architecture Award**, the **Ford Assembly Building** received a **National Preservation Honor Award** from the **National Trust for Historic Preservation (NTHP)** in **2008**. **NTHP's President Richard Moe** stated, “This is a building that California can be proud of—and that architects, developers, politicians and business owners across the country should study as a model of innovative, environmentally responsible reuse.”

● PUBLIC RELATIONS MANAGEMENT ●

709 EAST COLORADO BOULEVARD • SUITE 220 • PASADENA, CALIFORNIA 91101 • TEL 626.585.9575 • FAX 626.564.8920  
[www.jensencom.com](http://www.jensencom.com)

###

Craneway Pavilion is a world-class and sustainably designed event, concert and production facility centrally located in one of the planet's most iconic destinations. Located on 25 waterfront acres, Craneway Pavilion delivers awe-inducing views of the San Francisco skyline and surrounding environs—matched only by the inventive programming and infrastructure options available inside.

As state-of-the-art as it is historic, Craneway Pavilion offers an expansive 45,000 square feet facility in an architecturally significant building dating back to 1932. It also features an adjoining, 10,000 square-foot open-air wharf patio, seamlessly blending indoor and outdoor environments for the best of both worlds. Craneway's unparalleled atmosphere and amenities set the stage for special occasions, meetings and cultural highlights—of every size and every stripe—that are as unforgettable as San Francisco itself.

● PUBLIC RELATIONS MANAGEMENT ●

709 EAST COLORADO BOULEVARD • SUITE 220 • PASADENA, CALIFORNIA 91101 • TEL 626.585.9575 • FAX 626.564.8920  
[www.jensencor.com](http://www.jensencor.com)