

# The New York Times Magazine

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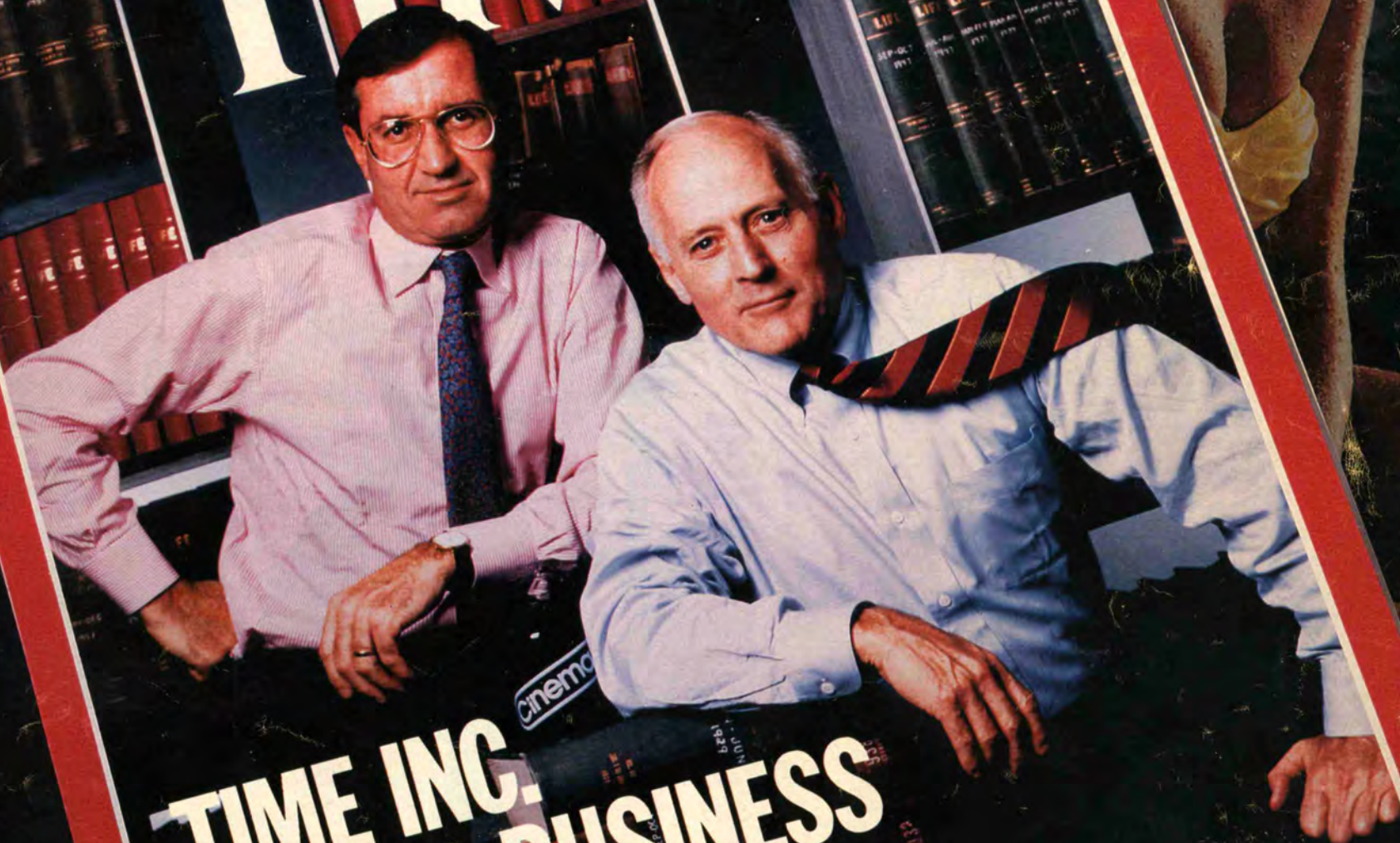
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## TIME INC. MEANS BUSINESS

By Lester Bernstein





ARCHITECTS ARE USING AN ARRAY OF GIMMICKS, FROM VIDEOS TO FLAGS, TO CREATE A PERSONAL IMAGE IN OFFICES.

spattered with boat enamel and sealed with polyurethane. "I feel that if someone doesn't like my office, they probably won't like what I do," he says.

In the advertising business, however, the office is meant to entice. Here, too, originality counts, but in a different way. C.F.P., an advertising agency in the Marais section of Paris, hired the Canal Agency, a Paris-based architectural firm to design its offices. "We frequently team up with artists," says Patrick Rubin, one of Canal's partners. As a result, the firm approached the New York graphic artist Milton Glaser to help with the scheme. "The agency wanted something that had particularly strong imagery," says Glaser. "And the owner was very taken with primitive figures." With this in mind, both architects and artist decided to design the offices around the image of a Minotaur. The Minotaur, they felt, also made sense because the office is near the Picasso Museum and the mythical monster is a recurring theme in Picasso's work. "It was a smile to Picasso," says Rubin. Not only does the Minotaur cover the ceiling of the firm's conference room, but a two-panel, brightly painted flag depicting a ferocious-looking beast flanks the entrance.

In New York, a plate-glass wall greets visitors at the entrance of Doyle Graf Raj, a 5-year-old advertising agency. "We wanted to create an air of mystery," says Diefenbach, whose firm executed the design. Off this area is a winding corridor where small video screens are the only decoration. "We like, whenever possible, to coordinate the videos to the clients that happen to be visiting the office," says William S. Doyle, one of the partners. "If it's a car account, for example, we'll show car races, or palm trees for a resort." Doyle and his partners worked with Landor Associates to get a specific atmosphere. "We want an international, corporate look," says Doyle. "And funnily, while it terrifies junior management, those who really count aren't shocked at all." ■



PHOTOGRAPHS BY PETER AARON/ESTO

**Whimsical**  
Left: Milton Glaser designed this Minotaur flag for the entrance to a Parisian advertising agency.

**International**  
Above: A frosted plate-glass wall greets visitors at the entrance to Doyle Graf Raj, a New York advertising agency designed by Landor Associates. A winding corridor has small videos as its only decoration, right.

