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DAS Architects Redevelop Normandy Farm

Blue Bell, PA – Susan M. Davidson, IDC and David A. Schultz, AIA, principals of nationally distinguished DAS Architects and Designers, are proud to announce that they have completed the redevelopment and revitalization of Normandy Farm, a four-year and \$30 million undertaking that will transform the historic landmark into a luxurious hotel, restaurant and conference center. Located in Blue Bell, Montgomery County, Normandy Farm's history reaches back nearly 300 years, and is a landmark in the Commonwealth of Pennsylvania's rich agricultural history. Hansen Properties Inc. hired the DAS Architects to create a state of the art venue for dining and social and business gatherings while simultaneously preserving Normandy Farm's historical integrity.

Normandy Farm's colossal historic 20,000 square foot T-shaped barn, which was once the largest milking barn in the United States, originally consisted of three silos, haylofts and magnificent wooden stables. DAS architects transformed it into the model of modern luxury, complete with two ballrooms, a restaurant and a state of the art conference center.

The lavish splendor created by DAS Architects is a far cry from Normandy Farm's humble beginnings; a place for sheep, cattle and horse husbandry. Through the main lobby (CAN WE GET ADDITIONAL DETAILS FOR LOBBY?) guests will be welcomed into the facility. Across from the main lobby the DAS architects have transformed what was once a square-shaped silo into a bar and lounge. Decorated with a stunning traditional French country motif, the bar will accommodate up to 14 guests. Several bistro tables will provide additional seating.

Also off the main lobby will be Jim Coleman's restaurant, which will be called Coleman's. The world renowned chef and "spatula wielding king of all media," who hosts the nationally syndicated NPR program "A Chef's Table," and the PBS program "Flavors of America," and gained tremendous praise for his tenure as executive chef at Philadelphia's legendary AAA-Five Diamond Rittenhouse hotel will call Normandy Farm his new home.

The large main ballroom, which will seat 500, was designed to be a ideal of modern stylishness, while retaining most of the barn's original rustic and historic charm. DAS Architects softened the more rugged aspects, while infusing a sense of coteremporary chic into this stunning room. Creating almost a yin and yang balance between bucolic and cosmopolitan, the ceilings are decked with the

structure's original exposed wooden beams, while four custom gilded iron and crystal chandeliers with silk shades hang from them. Similarly, based on the barn's historic details, the walls are covered in finished wood bead board, while the windows are adorned with silk drapery, with large silken tiebacks. The drapery and carpets both exude a rich palette, drawn from traditional Normandy design.

At the other end of the barn sits another smaller ballroom (ARE THERE NAMES FOR EITHER OF THESE ROOMS?), with a capacity for 250 guests. Intended for smaller functions and conferences, this room will also feature a presentation kitchen which celebrity chef Jim Coleman will utilize for live demonstrations, as well as the set for his TV show. When not in use, the presentation kitchen will be hidden behind a retractable wall of millwork. The barn's three silos, with their magnificent glass roofs, are utilized into the overall design of Normandy Farm's structure and have been transformed to accommodate several lounges and bars. Each of the silos gives way to picturesque outdoor patio and terrace, perfect for pre-functions and cocktail parties.

Normandy Farm's second and third stories will house the estate's conference centers. These facilities will feature seven large conference rooms with auditorium seating, plus ten (?) breakout rooms. (MORE ON SOPHISTICATED TECH?) Also on the second floor will be an additional lounge. This two-story space will feature exposed original elements, like two and a half stories of timbers, various barn components and haylofts.

DAS Architects, one of the country's top firms has developed an exceptional resume of hospitality, retail, corporate and residential projects. Founded by Susan M. Davidson, IDC and David A. Schultz, AIA in 1990, DAS offers a full range of architectural, interior design and procurement services. Their philosophy is to create designs that are innovative and beautiful while reflecting the client's goals and vision.

DAS, who recently completed the renovation of the world-renowned Le Bec-Fin in Philadelphia, PA, is highly esteemed for its work in creating more than 70 prestigious restaurants including: Moro, a contemporary Northern Italian bistro to open this fall in Wilmington, DE; Plate, a stylish family eatery in Suburban Square, Ardmore; Roux Three, a brilliant restaurant in Edgemont, PA; and the award-winning Novelty Restaurant, in Old City Philadelphia. DAS also served as architect for several projects for the Starr Restaurant Organization including the futuristic Asian Pod and Morimoto, a brilliant restaurant featuring contemporary Japanese cuisine.

DAS offers a diverse range of architectural, interior design and consulting services such as space planning, site analysis, theme development and project management. Since 1985, DAS has successfully completed a wide variety of

projects that include public spaces, corporate businesses, law firms, retail spaces, hotels and private residences.

Davidson and Schultz are regularly featured among the country's top designers in publications such as Hospitality Design, Nation' Restaurant News, Contract Design, Chef Magazine, Restaurants USA, Retail Design and Interiors.

The offices of DAS are located in the heart of downtown Philadelphia, at 8 Penn Center, Suite 100. For more information, please call 215.751.9008.