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UNIQUE
CORPORATE
FASHION
BRINGS TEAM-
SPIRIT AND
INDUSTRY
RECOGNITION.

rojo Architecture finds footwear fashion in an old staple.



Chuck Taylor would be proud.

A life long advocate of the perfect shoe for the perfect sport, Charles Hollis Taylor knew basketball and knew how to get people's attention. Myths tell of adventures across the country in Taylor's white Cadillac, trunk filled with Converse All-Stars, hyping the greatest sport on earth—basketball. What better marketing pitch? An every-day architecture firm would want you to look up at their buildings for recognition, but rojo Architecture wants you to look down. What you see is truly "sole satisfying". The Tampa-based firm is not only known for their church, medical and corporate designs, but also for their great choice in foot fashion—red Converse All-Stars. In the past two years, rojo has taken corporate garb from a status quo to branding genius. At a black tie gala, the firm's owners sported the shoes with tuxedos and were an instant hit. "People would come up to us who normally wouldn't," principal John Saldana stated. "'Are you guys with the band?' was by far my favorite," said Rob Glisson. Rob, John and Jonathan knew this was the start of

something. Chuck Taylor, not only a Converse icon but also a great figure in basketball history, probably felt the same when he started his All-American teams in the early 1930's. Taylor hand selected players that he had personally seen play conveying his high standards and desire for results. College All-Americans and future NBA players such as Long John Mahnken, Big Ed Sadowski, Dwight "Dike" Eddleman, Bruce Hale, Al Negratti, Johnny Schick and others played for him. Both Chuck and rojo knew a good thing when they saw it. A building boom in Florida had developers hot for rojo and the mayor took notice. At a ribbon cutting for their new office, the firm bought red Chucks for all 25 employees and the team shined. A sea of red was the topic of the mayor's speech. rojo quickly gained the reputation of a cohesive group working hard to design great spaces while wearing comfortable shoes! The mayor was later given an honorary pair of Converse at a building groundbreaking. The City of Tampa spotlighted the shoes on their website and TV station. The trend has continued. Clients, friends and associates have begun to

expect the red shoes. City officials and community leaders frequently introduce personnel of the firm with the story of the Converse foot fad. Although the firm insists on corporate dress, Converse All-Stars are an exception. Employees can wear the shoes any time at the office to show the team pride. "It is exciting to see 'team spirit' is alive in corporate America with rojo's famous footwear," says principal Jonathan Moore. "The shoes have brought us closer together and transformed us into a unified group proud of our accomplishments—and fashion sense!" Looking back, the firm's principals believe Converse Chuck Taylor All-Stars are the perfect symbol for the firm. They both work hard (shoes and rojo are made to stand up under pressure), are a team player (like basketball) and are young at heart (sneakers at work!). They invite all of you to "walk a mile in their shoes" and visit them on the web or in person at their studio. The work is hard, the designs are tedious, and the deadlines are tight, but the team sticks together and is much greater than the sum of its parts. Get rojo!

rojo

rojoArchitecture.com

rojo Architecture is a Tampa, FL based architecture and interior design firm practicing regionally throughout the Southeast. Their team specializes in corporate, religious, educational and hospitality projects. Recent projects include Boizao Steakhouse, an upscale Brazilian Churrascaria, Chateaus on White Sands, a 7 story condominium on Clearwater Beach, FL and St. Andrews Episcopal Church, a historic renovation of a 100 year old sanctuary and a new children's chapel in Tampa, FL. Contact Jonathan Moore, AIA at 813.630.5508 or jonathan@rojoarchitecture.com for more information.

