



FRETZ CORPORATE HEADQUARTERS & SUB-ZERO AND WOLF SHOWROOM

Philadelphia Naval Business Center
4298 South 26th Street
Philadelphia, Pennsylvania
2011 - 2012

Client: Fretz Corporation

Gross Floor Area: 23,500 sf

Interior Designer: Michael Murtha, Inc.

MEP: AKF Group, LLC

Structural: Conn Shaffer Consulting Engineers

General Contractor: Wolfe Scott Associates

Photography: Halkin Mason Photography

Fretz Corporation was looking to create a new, first-class Sub-Zero and Wolf Showroom in Philadelphia. After locating space at the Philadelphia Navy Yard, Fretz brought Cecil Baker + Partners on board to design the showroom space as well as the Fretz corporate offices.

A restrained minimalist passage creates a procession through a gallery-like setting that fully shows off a series of high-end appliances. Surrounding this passage, a contemporary canvas houses seven themed Kitchen Vignettes. Each features a renowned kitchen manufacturer, and displays the appliances in the context of a specific lifestyle and aesthetic.

A Training Room features all appliances in close proximity for ready comparison, while a state-of-the-art Studio Kitchen facilitates live cooking presentations.

The space has proved to be a great resource to the design community and end users on a daily basis, as well as hosting significant gatherings.