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For more information, contact:  
Luke Armour, PR Account Executive, or  
Linda Beck, PR Project Manager  
Innis Maggiore  
(330) 492-5500  
1-800-460-4111

[luke@innismaggiore.com](mailto:luke@innismaggiore.com)  
[linda@innismaggiore.com](mailto:linda@innismaggiore.com)

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## **Harris/Day Architects Redesign Image around People**

### *Canton-based Architects Add SōL to Name and Add Soul to Design*

CANTON, Ohio (November 13, 2006) –Harris/Day Architects announced today a new name, a new corporate identity and a stylized approach to design as it becomes SōL, Harris/Day Architecture. The change reflects the formalization of a new architecture design process entitled *The SōL Experience*, an ethnographic process of gaining relevant human input at the needs-assessment phase of any project. Sol, the Latin word for “sun,” is added to symbolize the commitment to focus on the clients’ human needs and the continued emphasis on energy efficiency and sustainable architecture.

*The SōL Experience* is a process that explores the type of people who will use the proposed building and the activities those people will engage in. The partners recognized the importance of formalizing the procedure to ensure that people remain at the heart of every project.

With the addition of three new partners to the firm in 2004, William V. Griffith, Scott Shively and Matthew Sutter, the organization began to solidify its people-focused approach to building design. Updating the sun icon, which has always been a part of Harris/Day Architects’ history,



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the partners redesigned the firm’s image to reflect the continued growth and transition of the firm.

Elements of *The SōL Experience* can be seen around Stark County. The Jackson Township High School and the Jackson YMCA designs utilize as much natural light as possible. Natural light increases serotonin, which studies have shown facilitate learning and physical activity. Strausser Elementary and the Jackson YMCA day care are built for children, with counters, sinks, toilets and even windows built lower so kids can make better use of the space. Color plays a role also. Studies have shown accented walls at the front of classrooms draw more attention, keeping students’ focus on the instructor. Acoustics are equally important to offices and classrooms in building design to minimize noise and accentuate audible clarity.

“We added SōL to our name to symbolize the change in how we do business,” said Scott Shively, vice president of architecture. “SōL, as in the ‘soul’ of the people who live and work in our buildings. SōL, as in the ‘sole’ focus of meeting our clients’ needs. And SōL, as in ‘sun,’ the conservation of energy and creation of architecture that is sustainable and respectful of our environment. It’s where ‘Designed for people. Designed for life.’ originates.”

“Instead of just talking about how we create designs for people, we decided to demonstrate that with *The SōL Experience*,” said Jeffrey Day, SōL, Harris/Day president. “It’s our official first step in design. It has become a formal process and not just lip service. We learn everything that we can about the end users of the project. That information is essential in creating the kind of spaces that deliver on the human experience. We are dedicated to understanding how people are influenced, interact and behave in response to their environment.”



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“We’ve always focused on sustainability, even before it was a buzzword,” added Matt Sutter, LEED AP, vice president of construction. “In fact, looking back, our buildings routinely passed 65 to 75 percent of the certifications required for LEED accreditation. It’s just how we design for people. It’s the right thing to do.” LEED represents the Leadership in Energy and Environmental Design Green Building Rating System from the U.S. Green Building Council.

“We design for the ‘human element,’ how people react, respond and realize their potential in their environment,” said Day. “Knowing how form follows people keeps those who will use the spaces now and in the future at the forefront of our thinking, from beginning to end.”

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SōL, Harris/Day Architecture is a Canton-based firm specializing in designing architecture for and around the lifestyle of people. The company has formalized the people-focused planning process as *The SōL Experience*. In addition to design, SōL, Harris/Day architects professionally guide clients from site selection through after-owner move-in. Additional services include interiors, graphics, historic preservation, and construction. Notable projects include Diebold Inc. World Headquarters, Massillon Public Library, Firestone Country Club, Jackson Township YMCA, Pro Football Hall of Fame Game Day Theater, Strausser Elementary, and Jackson High School. Founded in 1969, the firm has built its practice in Ohio, Pennsylvania, Kentucky, and West Virginia. SōL, Harris/Day Architecture maintains a website at [www.sol-architecture.com](http://www.sol-architecture.com).