

# serving a slice of old Italy on a bold new platter



## PROJECT

**La Perla Pizzeria Napoletana**  
1313 Pearl Street, Eugene 97401  
(formerly Farrell's Ice Cream Parlor)

## Architect

Nir Pearlson Architect, Inc.

## Structural Engineer

K & A Engineering

## Electrical Engineer

Jim Krumsick & Synergy Engineering

## Lighting Design

Balzheiser & Hubbard Engineers

## Food Service Design / Equipment

Curtis Restaurant Equipment

## General Contractor

The Industrial Company

## Solar Panels Design / Build

Energy Design & Solar Assist



## CHALLENGE

Transform a familiar ice-cream parlor into a modern, enduring landmark

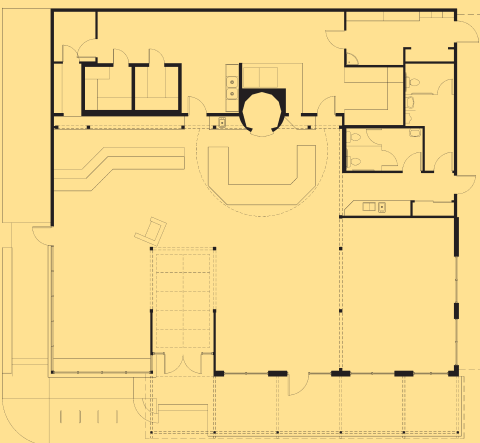
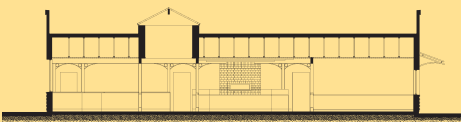
## CONCEPTS

- Tall windows wrap the building corner, opening onto the celebratory energy within
- A modern-day steel colonnade announces the entrance and shelters outdoor seating
- An entry atrium leads to expansive seating, a wine & espresso bar, and the main event: the pizza prep area fronting a massive wood-fired oven
- Old Italy is infused into this contemporary Northwest building via subtle interpretive gestures: an ordered indoor-outdoor grid of columns, a sky-lit atrium, decorative steel arches, and a rich palette of textures and earthy colors
- Construction materials are revealed in a modern composition of concrete, stone, wood, steel, plaster, and the sparkle of colored glass



## SUSTAINABLE STRATEGIES

- **Daylighting:**  
Oversized windows & sky-lit atrium
- **Shading:**  
Awnings, blinds & specialty glazing
- **Solar energy**  
Photovoltaic panels mounted on roof & awning
- **Sustainably-harvested wood**  
Glue-laminated timbers & ceiling finish boards
- **Manufactured 'off-the-shelf' components:**  
Structural members: steel & glue-lam;  
Wainscoting panels: corrugated steel & fiber-cement
- **R-40 insulated roof:**  
Encloses ceiling cavity with updated heating/cooling ducts
- **Upgraded electrical equipment:**  
Heating/cooling units; programmable lighting controls with zoning, dimming & sensors



**NIR PEARLSON**  
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designs to sustain