

# ponce city market

→ A massive 2.1-million-square-foot, 1920s-era building in Atlanta, formerly a Sears, Roebuck & Company store, warehouse, and office facility, now has a new life as Ponce City Market—a mixed-use development featuring retail outlets, office space, apartments, and a food hall.

Locally based Square Feet Studio had worked with the complex's owner, real estate investment firm Jamestown, on other projects in the city and was a natural choice when it came time to design some of the F&B spaces in the market's Central Food Hall, says John Bencich, who founded the firm with his wife, Vivian, and has now worked directly



with a number of the tenants in the space.

There's a new location for Atlanta's H&F Burger, with architecture that references train station design (the building is located adjacent to the old train line, now the city's BeltLine) with interiors that "celebrate meat more literally by filling in the base layer with the feel, materials, and function of an old town butcher," says Square Feet Studio designer and project manager Brian Buckner. Next door sits Hop's Chicken, with its turn-of-the-century storefront façade and light color palette, custom graphics, and contemporary lighting that contrast with its moodier neighbor.

Square Feet Studio also crafted the retail space for Karoo eyewear, with an aesthetic based on the company's South African roots including wood, steel, leather, and vintage accessories. And Mercury is the latest addition, a 4,400-square-foot, midcentury-inspired restaurant located on the market's upper floor with "aeronautical undertones embedded in the detailing and styling," Buckner says.

"Early on we talked about these spaces seeming as if they grew out of the building," Bencich explains. "Embedded in that was the idea that they would focus on craft and subtlety rather than grand gestures. We didn't want them to scream, 'Look at me, I'm different.' At the same time, we worked closely with each client to ensure their brand expression was fully met."

