



## The Firm

Alvin Reinhard Fritz Architect Inc.  
Lethbridge, AB

At the heart of the production office of Alvin Reinhard Fritz Architect Inc. (ARFAi) is an exceptional boardroom which provides the primary interface with the architectural practice and its Clients.

The crowning showpiece for this warm and engaging environment is a live-edge Bubinga wood boardroom table. Also known as African Rosewood, the table has been burnished to provide exceptional colour and sheen. The breathtaking beauty of the wood caused ARFAi to rethink the introduction of technology into the table. Instead of penetrating the table top, the technology and data were redirected to the apron. This innovation has made the introduction of supporting laptops and data interface more discreet as guests can now manage the interface directly in front of them in their lap—rather than having to reach across the table.

Equipped with the best computer hardware and software available to the industry, whether our patrons are physically in the space or are virtually present through leading technologies and digital connections, the collaborative opportunities are exponential.

The boardroom functions as a control centre, facilitating interactive design at the highest levels. A large interactive Sharp board and two additional monitors allowing for guest or support laptops to concurrently present in the space. Whether we are connected with multiple organizations as far away as Alaska and California or in an intimate one-on-one design session, the boardroom performs impeccably allowing multiple stakeholders and consultants to interact seamlessly.

Working with the most up-to-date software allows ARFAi to present three-dimensional environments in virtual reality. Three-dimensional digital models are manipulated on the monitors for the best possible understanding of the geometry and spatial organization proposed through the interactive design process. The Sharp board ensures every opportunity for engagement, whether in the form of digital manipulation or hand sketches; modifying the architectural vision as the design progresses.









Image of lane leading to the Norland coach house by Sheri Macardy

## Idyllic Location

The ARFAi office is located in the coach house on the Norland Historic Estate in a beautiful 10 acre garden environment. For over 20 years, the firm's Principal Alvin Fritz owned the Norland and did much of the gardening himself. In the early years it was very much a family activity involving his children and as they grew up and left home, Fritz' involvement increased accordingly. The experience of coming to work in a lush garden setting contributes to the biophilic endocrine response in each of the staff members, promoting a refreshing work environment and enhancing creativity and productivity.





## Ever Expanding

In 2019, ARFAi established satellite offices in Calgary, AB and Nanaimo, BC in order to better serve the industry in the associated regions.

ARFAi looks to the future with expectancy and hope as they bring new technologies into these regions allowing their Clients to better visualize and design their respective facilities.