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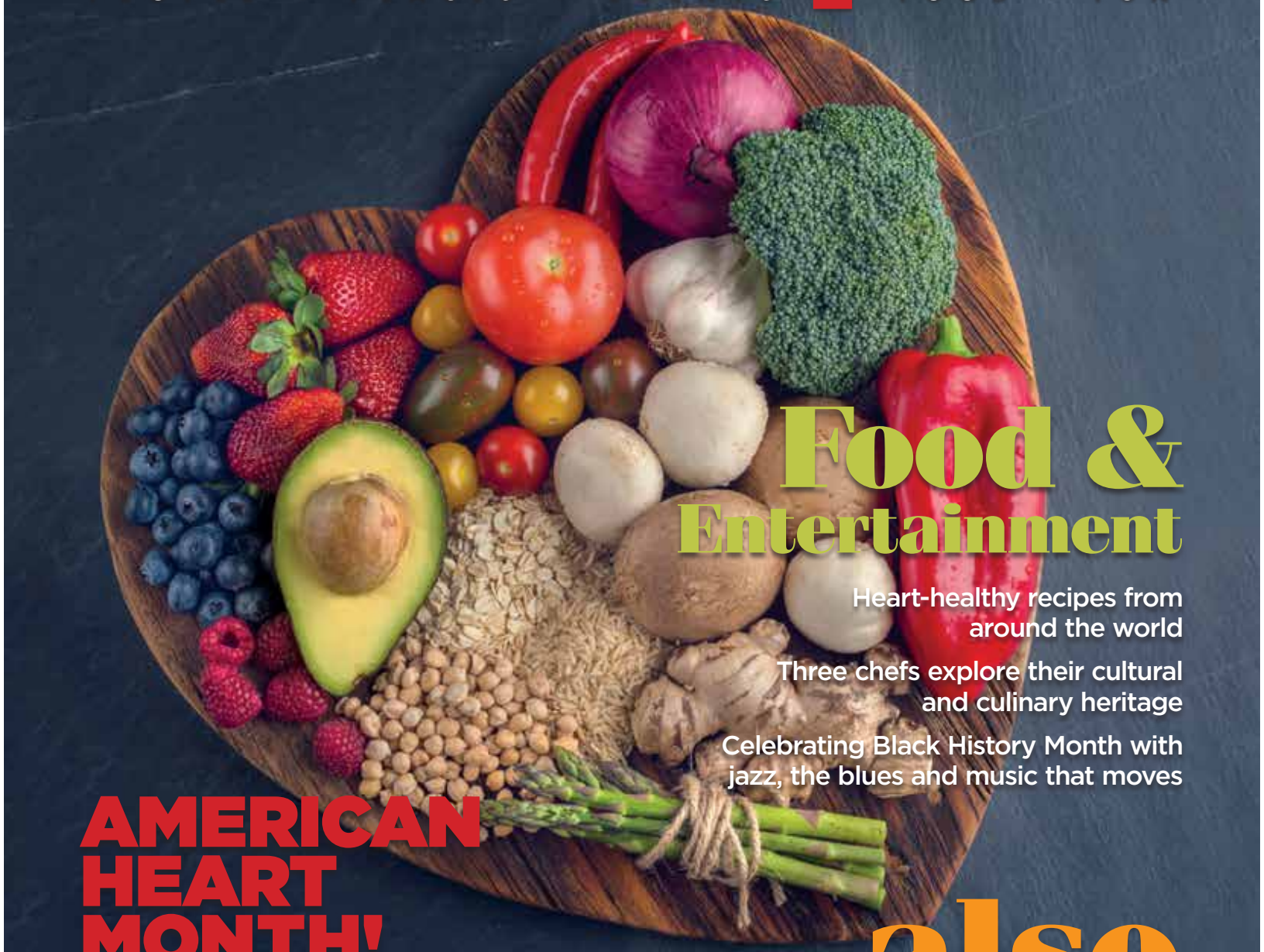

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Introducing... The Gallery

COLDWELL BANKER'S UNIQUE SPACE IN DOWNTOWN BENTONVILLE

In most homes, the living room is where the family gathers to relax, entertain friends and spend quality time together. It is the heart of the home.

Lynnette Harris, co-owner of Coldwell Banker Harris McHaney & Faucette (CBHMF) real estate agency, wanted to create an office that would feel like home for the entire Northwest Arkansas community. So she asked the question, "If Northwest Arkansas had a living room, what would it look like?" She envisioned a modern, gallery-style interior that didn't sacrifice warmth and welcome for a sleek look – very different from the typical real estate office.

With thousands of tourists, new residents and locals visiting the Bentonville square every year, downtown Bentonville seemed a perfect spot for the office. When a historic building on the southwest corner of the Bentonville Square became available, CBHMF's The Gallery was born.

Abigail Redmon with Goddard Design Group designed the 1,800-square-foot space in a bold, timeless look, incorporating an abstract mural of the Ozarks by local artist Tiger Sasha, a custom island showcasing maps of area cities, and a listing display constructed of Arkansas pine.

The space was designed around the visitor's experience, Redmon said. "Experiential design creates spaces that don't go out of style but rather exude delight and awe through the visitor's sense in the space."

Open at 113 North Main St. since June, The Gallery is a warm, casual place with lots of seating, where the public can drop in to ask questions, get information about Northwest Arkansas, visit over a cup of coffee, or talk about the real estate market, said Anthony Benz, CBHMF marketing director.

The unique space and its location on the square provide "great visibility for our brand, for our company, for our real estate agents and for our sellers – the people that list with us," Harris said.

Being a part of the vibrant downtown community and supporting the restaurants, retailers and events there is important, Benz said. "We want to be accessible to people so that they could learn more about Northwest Arkansas and specifically the downtown area."

Originally, The Gallery was to double as a venue for internal and external events, with a goal of community engagement through hosting nonprofits, partnering with local businesses and establishing a presence during city events. And in fact, book signings, artist showings, gallery receptions and musical acts were on the docket, but those have been put on hold due to the pandemic.

Two agents are always on duty at The Gallery, paired up from CBHMF offices in Fayetteville, Rogers and Bentonville. Bringing agents together from the company's different offices was important to Harris.

"With all the different locations of offices, we felt disconnected. It wasn't one big family. The idea that everyone can share this space made it feel a lot more family-oriented," she said, adding that agents say getting to know co-workers from other offices is one of their favorite things about working in the space.

Within The Gallery, Harris says, CBHMF continues the work it has done in Northwest Arkansas since 1956 – helping guide people home. ■

DESIGN PROS USED

Custom Island & Block Wall: The Roark Group

Electrical & Lighting: Word's Electric, Inc.

Exterior Signage: Sign Planet

Furnishings, Finishes, Art & Styling: Custom by Goddard Design Group

Mural: Tiger Sasha

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