

Program Summary:

This new office design for an advertising agency is an inventive workplace design for post-pandemic offices, integrating its spirited brand through curated furniture and vibrant use of color.

Program Statement:

Relocating from the Central Business District to the Lower Garden District, this reimagined New Orleans-based headquarters responds to the evolving nature of work in a post-pandemic world. With remote staff spread across the country, the agency envisioned its office as a vibrant hub—a place to gather, exchange ideas, and reinforce team culture. Abandoning traditional workplace models, the design embraces a hospitality-inspired environment that prioritizes flexibility, creativity, and connection. Assigned desks were replaced with adaptable settings tailored to support collaboration, focus, and rest.

Guided by the agency's joyful brand identity, the interiors are expressive and unexpected. Bold and colorful accents emerge from a field of neutrals, delineating zones that energize the space while reflecting the agency's dynamic and collaborative culture. Spatial programming is distinguished by four zones: focus, collaborate, connect, and restore, where height-adjustable, mobile, and collapsible furniture allows for constant reconfiguration to support evolving team needs. Restore areas feature acoustic privacy panels and biophilic elements, offering focus moments away from the buzz of creative exchange. The office space also includes four, shared private offices and multiple flexible meeting rooms designed for seamless hybrid collaboration. By integrating hospitality design with architectural adaptability, the office space resembles a physical manifestation of the agency's energetic knack for blending innovation with culture and creative thinking.

IA-275.01

Building Area: (sf)
3,800

Cost per Square Foot:
\$42.10

Construction Cost
\$160,000

Date of Completion:
October 2024

IA-275.02

Open Environment

Designed as a joyful office space for creatives to do what they do best—create—the new office features the brand's five core colors as accents against a field of neutrals. The result is an unexpected yet playful environment that accommodates the varying stages of creative design thinking while offering a breath of fresh air for a post-pandemic world in an open floor plan and collaborative workplace environment.



IA-275.03

Joy and Creativity Ride In Tandem

As part of the company's logo design, the agency believes the tandem bike symbolizes the simple joys in life and the value of collaboration. Architectural and design inspiration extracted from key elements of a tandem bike inspired a colorful bike part wall installation and a custom mural painted upon entry to the vibrant workplace.





IA-275.04

Transcending Joy

The vibrant atmosphere of the office space transcends between two floors, where a custom “Joy” mural, painted by an all-female muralist team, provides subtle signage and wayfinding for employees and guests to seamlessly move between each floor.



IA-275.05

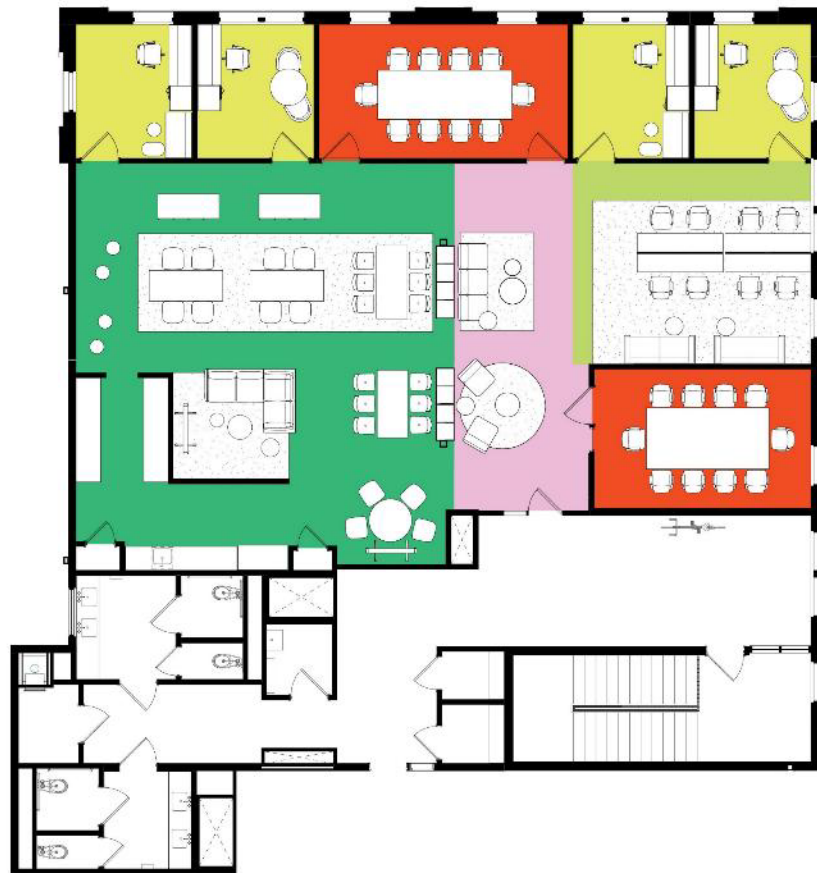
Bold Colors

Building off the brand's color palette, the office spaces are unified by sprinkling the brand's bold colors throughout various rooms, tying them together into one coherent workplace. A pink stripe in the carpet intersecting with a pink wall stripe complements a cherry red sofa to add brightness to the office space.

IA-275.06

Floor Plan

As idea makers with a youthful spirit, it was important that the workspace embrace the multi-faceted personalities unique to the company's brand. Four distinguished working zones - focus, collaborate, connect, and restore - celebrate the company's identity, further fostering the integrated community through seamless transitions to support different working modes.



- A** ENTRY STAIR
- B** OFFICE LOBBY
- CONNECT ZONE
- RESTORE ZONE
- COLLABORATE ZONE
- FOCUS ZONE
- SHARED OFFICE

SECOND FLOOR FURNITURE PLAN



IA-275.07

Connect Zone

Inspired by hospitality spaces, the Connect Zone introduces lounge seating, mimicking a living room environment for employees to gather, mingle or even dine. Shelving is used as a soft partition, separating this zone from the Collaboration zone beyond.



IA-275.08

Collaboration Zone

Collaboration zone furniture was carefully selected to be height-adjustable, mobile, and collapsible, allowing it to be reconfigured or moved to support the team's creative process. Mobile whiteboards and pin-up rails enable teams to brainstorm anywhere—encouraging creative thought, innovation, and collaboration to seamlessly flow into nearby conference rooms for private presentations or remote collaboration with team members in other cities.





IA-275.09

Conference Room

For more intimate private meetings, the private Conference room provides acoustic panels installed in an alternating pattern, bringing color and texture to the space while equalizing the sound acoustics between inside and outside the room. The red accent pays homage to the brand's bright color palette and can be seen from the Collaborative room.

IA-275.10

Restore Zone

The Restore Zone introduces acoustic privacy panels and biophilic signage, offering a sense of tranquility and a place for colleagues to focus after a day of collaboration. Strategically positioned in a quiet corner with natural light, the zone employs wood paneling to conceal the adjacent conference room while minimizing visual distraction.

