





FIRM ABRAMSON TEIGER ARCHITECTS, LOS ANGELES, CA **CLIENT HUGE**, LOS ANGELES, CA

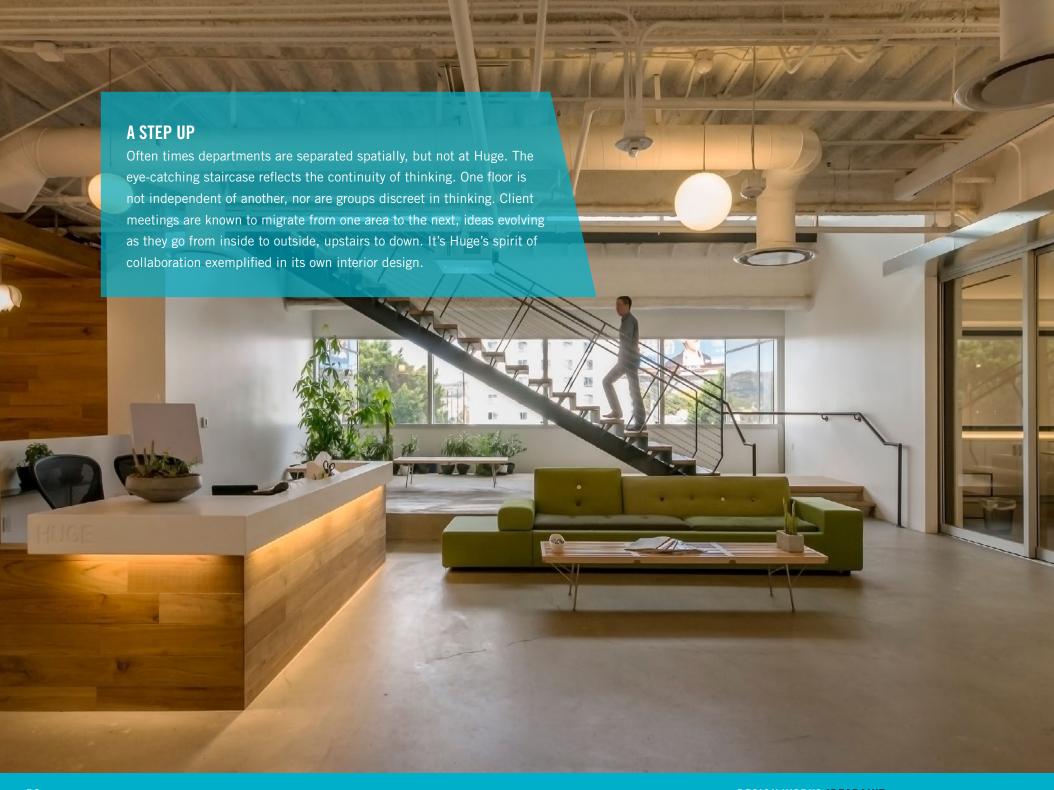
Digital agency Huge doesn't have clients; it has collaborators. Since 1999, they've worked in tandem with teams from Google, TED, FX Networks, and MoMA to create unparalleled digital experiences for their customers. Their nimble creative process has generated so much business that there are now Huge outposts all around the world. While each is unique in design, they all share a spatial framework that allows for their trademark, creative co-conspiring with clients. As Huge Los Angeles planned for a larger office to accommodate its rapid growth, the leadership team was faced with the challenge of transforming space in a traditional office building into the ideal work environment.

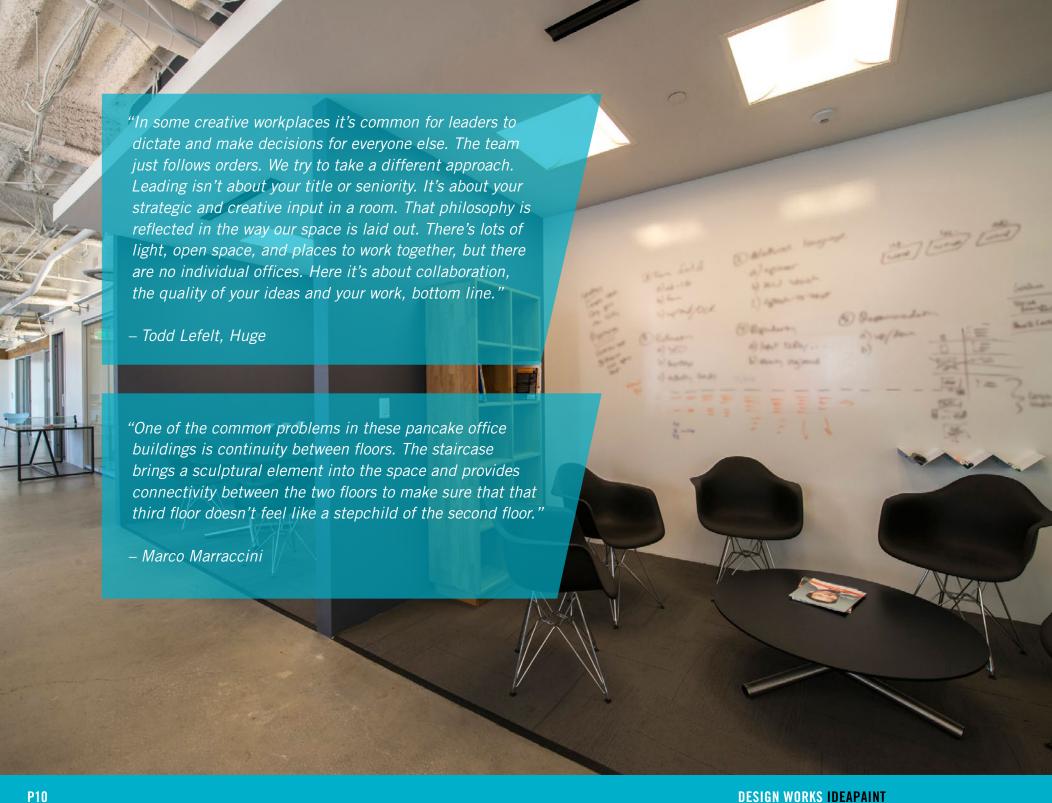
"The space we were planning to move into was dark and cavernous," said Todd Lefelt, Managing Director of User Experience at Huge LA's office. "It was originally a collection of individual spaces, a collection of offices where you could go hide." Far from ideal for an agency that needs a borderless space for organic dialogue and circulation of ideas. Designers Trevor Abramson and Marco Marraccini of Abramson Teiger Architects were brought in for a complete overhaul. "We started thinking, 'Just get a clean palette that we can then develop into a creative space,'" said Trevor. After gutting the interior and repainting, they were left with white IdeaPaint walls, glass, and natural light – a functional workspace at its most basic.

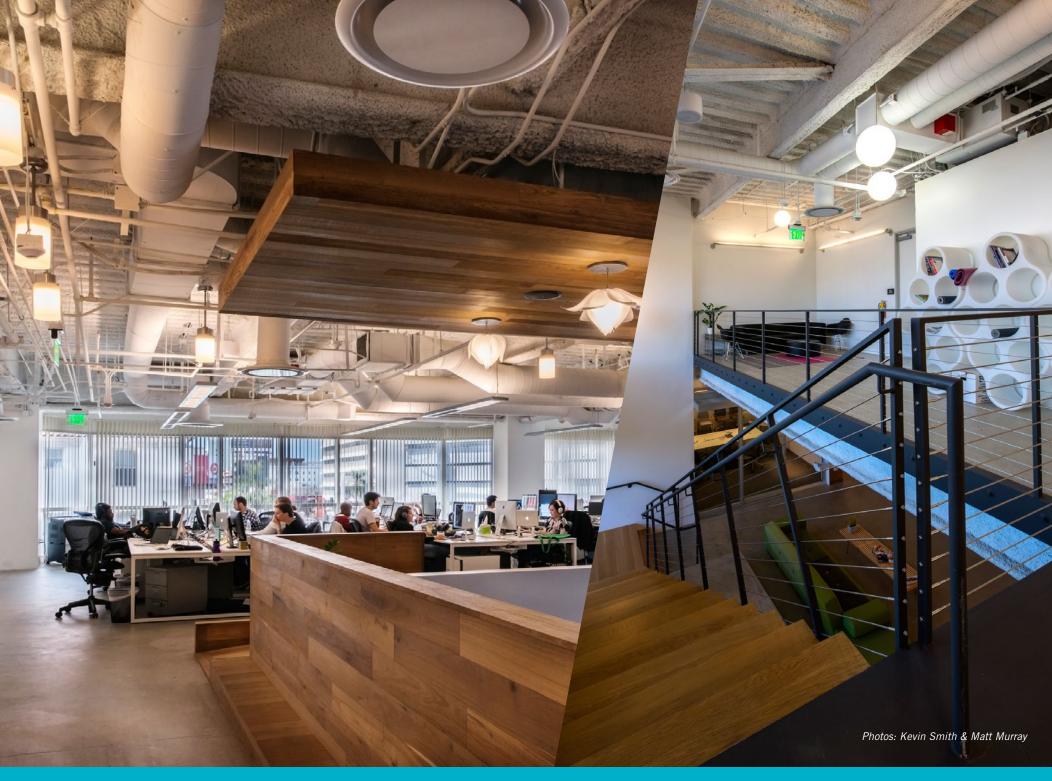
To bring the culture of Southern California into the space, Trevor and Marco chose reclaimed wood to reflect the region's eco-sensitivity and to add warmth to the steel-and-concrete skeleton. They built out collaborative areas, but chose mostly modular furniture that employees can rearrange when necessary. Work by local artists hangs in the lobby, and with a bustling staff of 70, the LA office has quickly become very Huge.

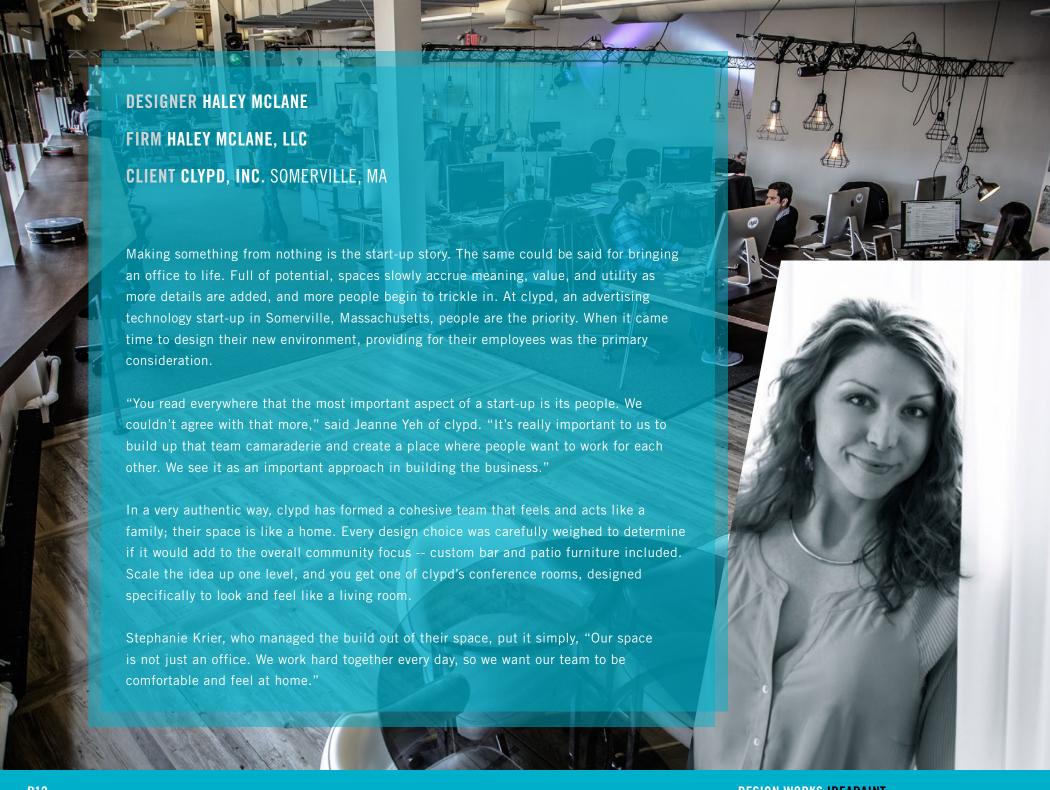




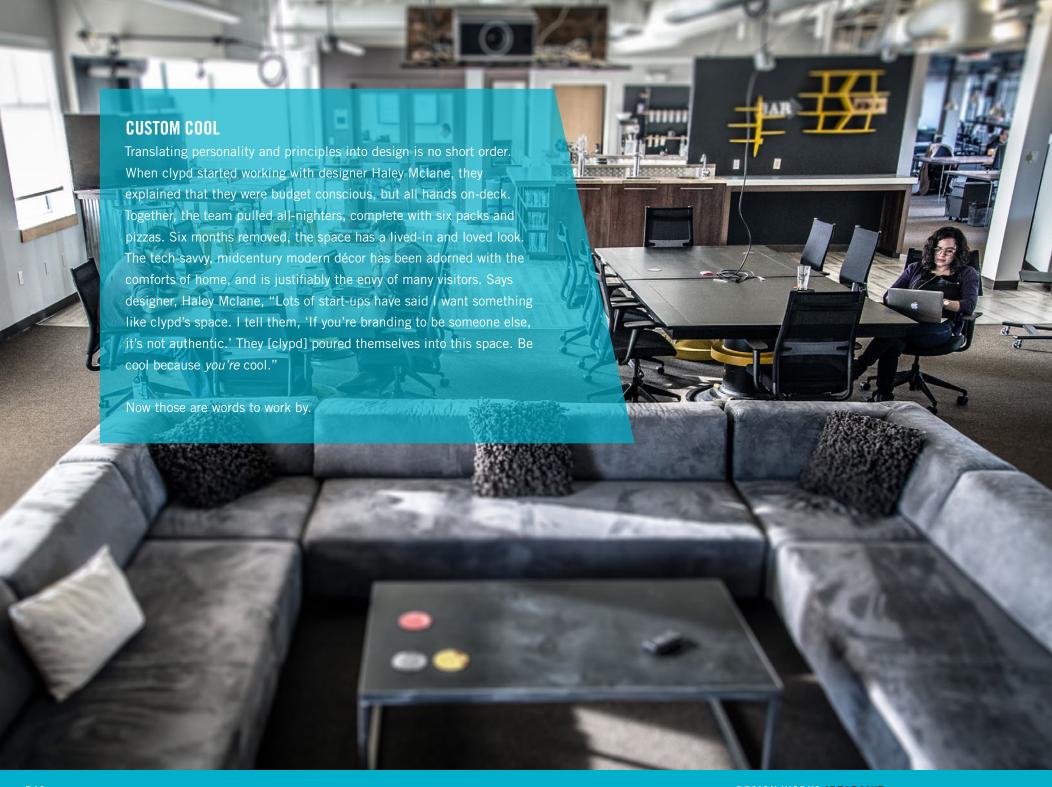








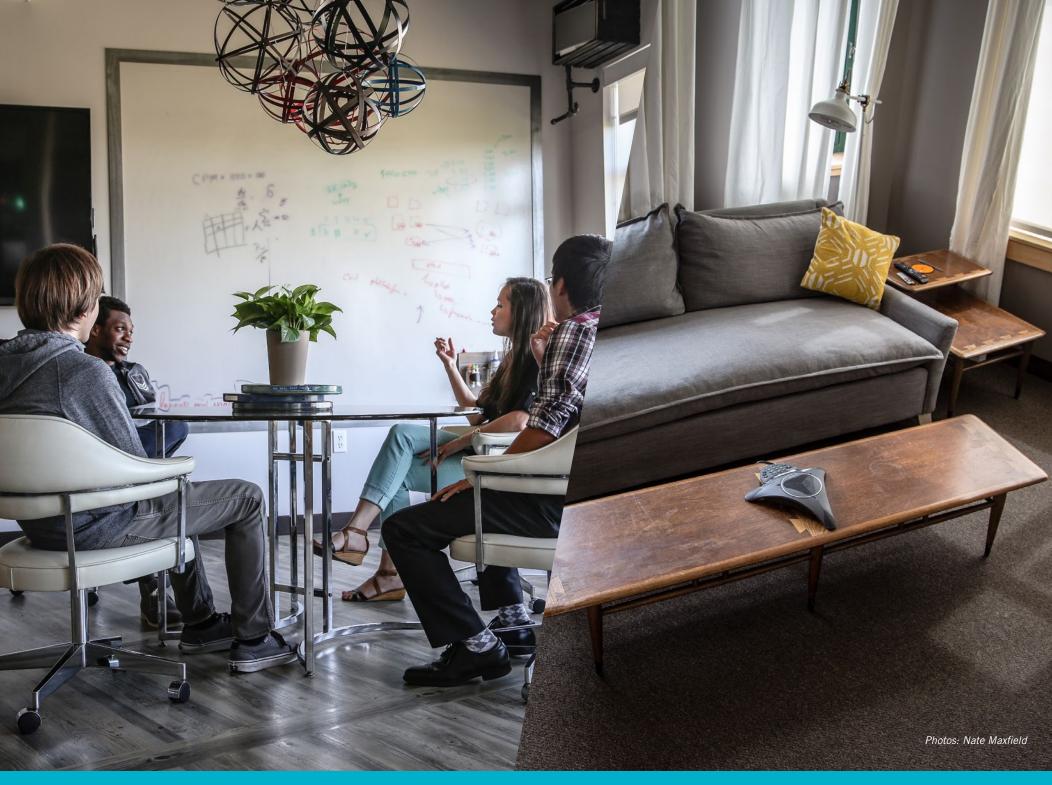
P12 DESIGN WORKS IDEAPAINT





P14 DESIGN WORKS IDEAPAINT





PROJECT MANAGER KELLY REARDON

FIRM SPAGNOLO GISNESS & ASSOCIATES, [SG&A], BOSTON, MA

CLIENT LOGMEIN, BOSTON, MA

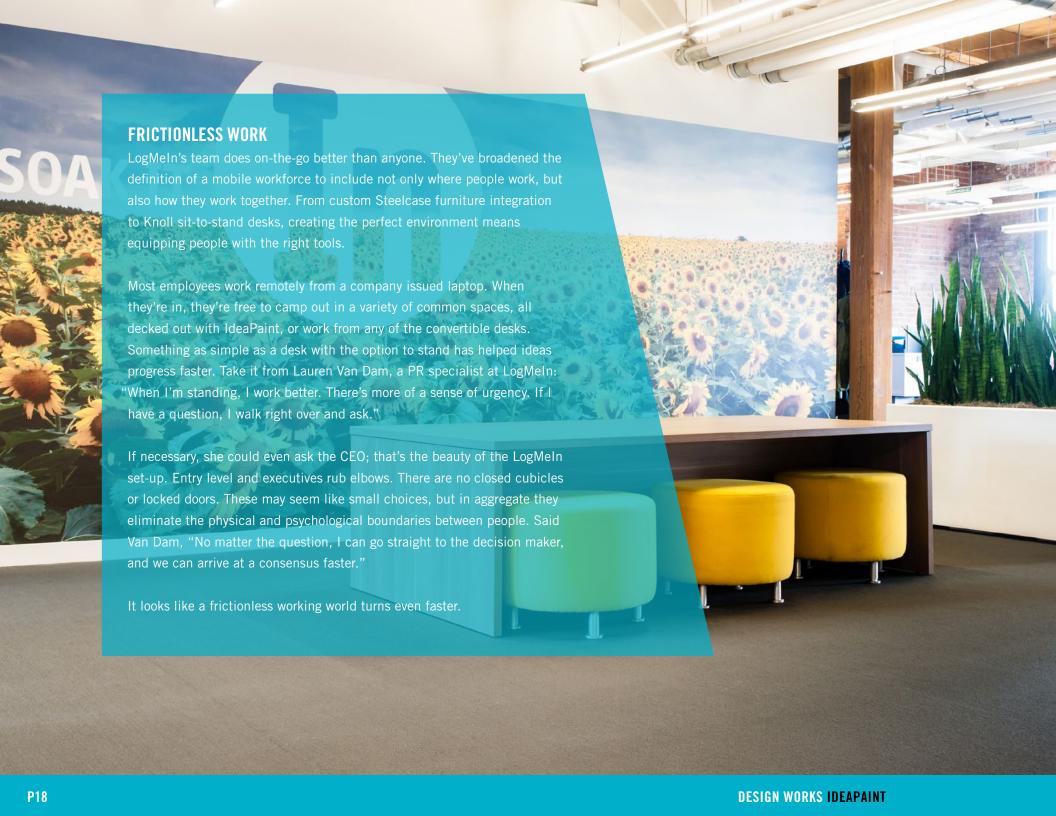
LogMeIn takes the work out of work. Their suite of services, including the wildly popular screen sharing app join.me and the team-oriented cloud storage solution, Cubby, allows for widespread collaboration, no matter where you are. To see their wireless working world in motion, walk into their Boston office, where a staff of 350 has breathed new life into an old brick and beam wool factory. Their 'work as play' ethos is apparent around every corner, on all six floors.

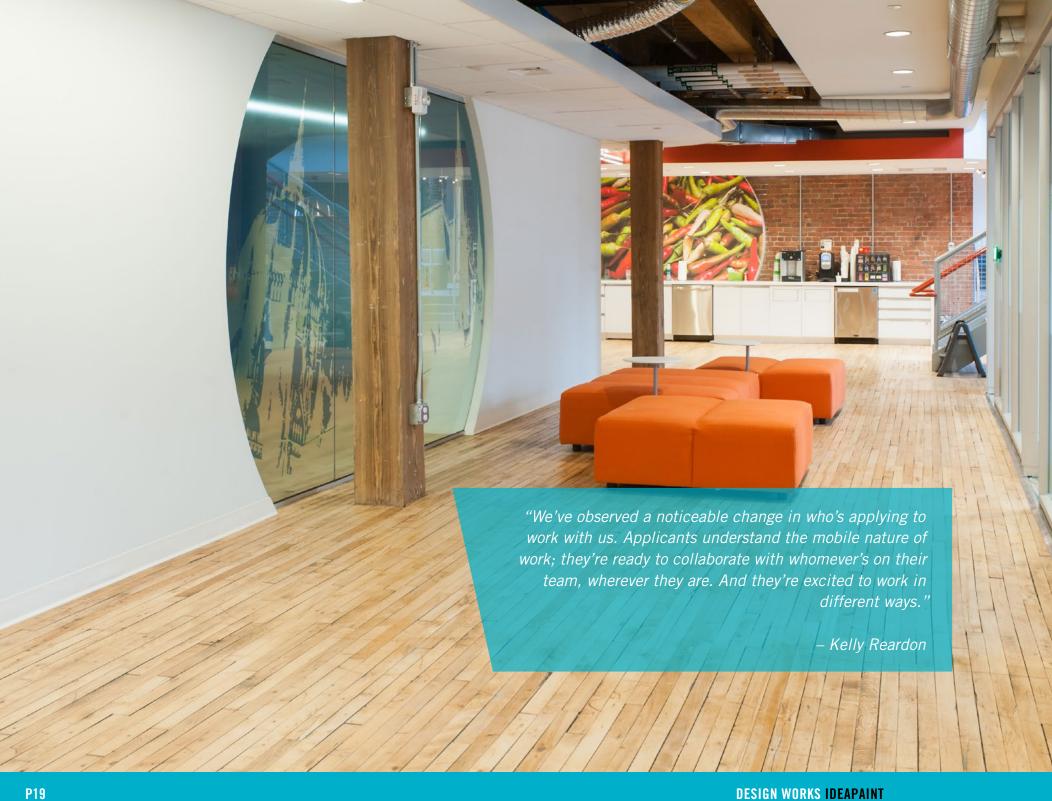
The office is a veritable playground. On one level you'll find a putting green; on another, a pool table. Floor-to-ceiling images of beaches in Australia and public plazas in Budapest visually connect LogMeIn's global offices and engender a strong sense of community across the remote, worldwide workforce. Even though the space is designed with this mobility in mind, it is generous to all who choose to stay.

"Because we are constantly embracing culture, we wanted to make sure we created an environment that supported our employees, transient or not," explained Facilities Manager, Kelly Reardon.

The quirky perks (rooftop yoga, anyone?) respond to evolving working norms and separate LogMeIn from the pack. Given that culture is one of the most sought after traits for discerning employees, LogMeIn's space is as much a recruitment tool as a place of business. Potential employees are given a complete tour with stops in Dublin and Fenway Park's dugout to name a few, all to see how LogMeIn operates. It's no surprise the Boston staff alone has doubled in size since move-in day.

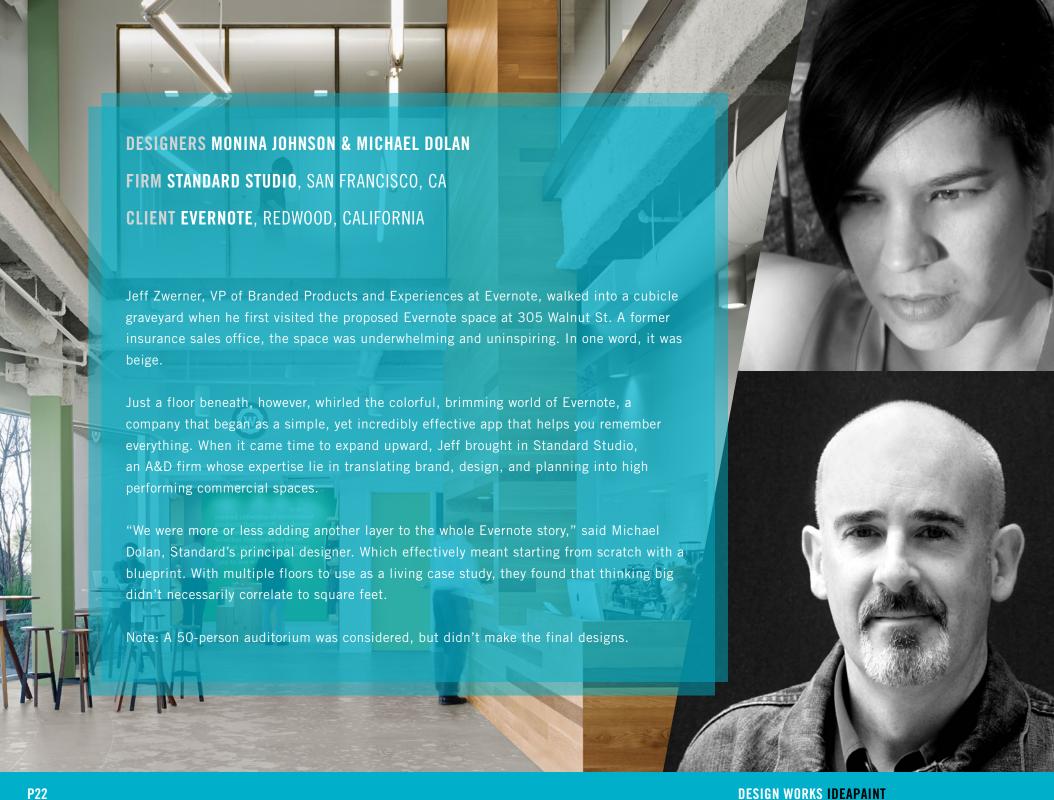


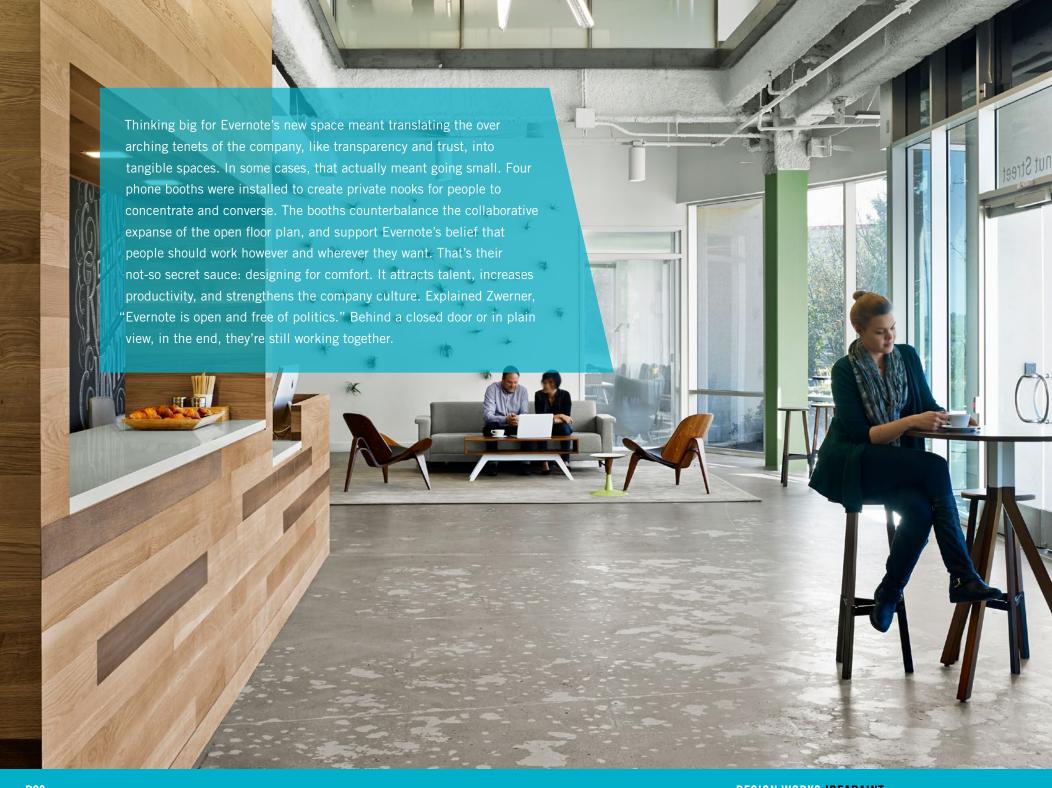










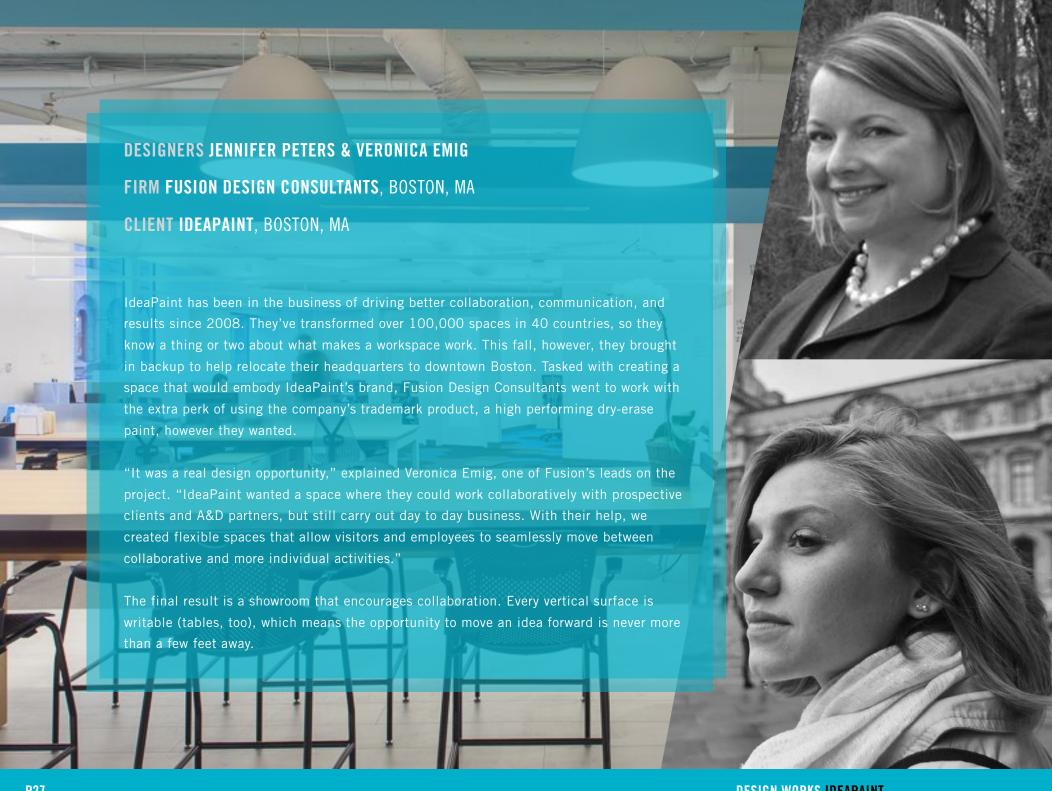


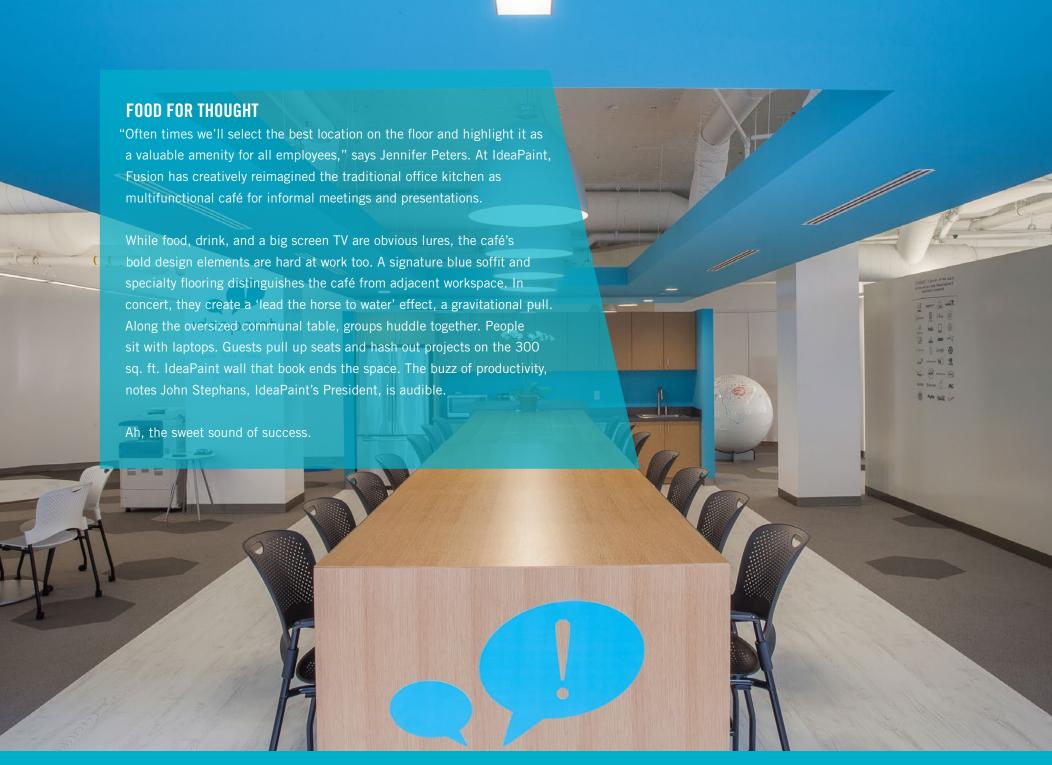


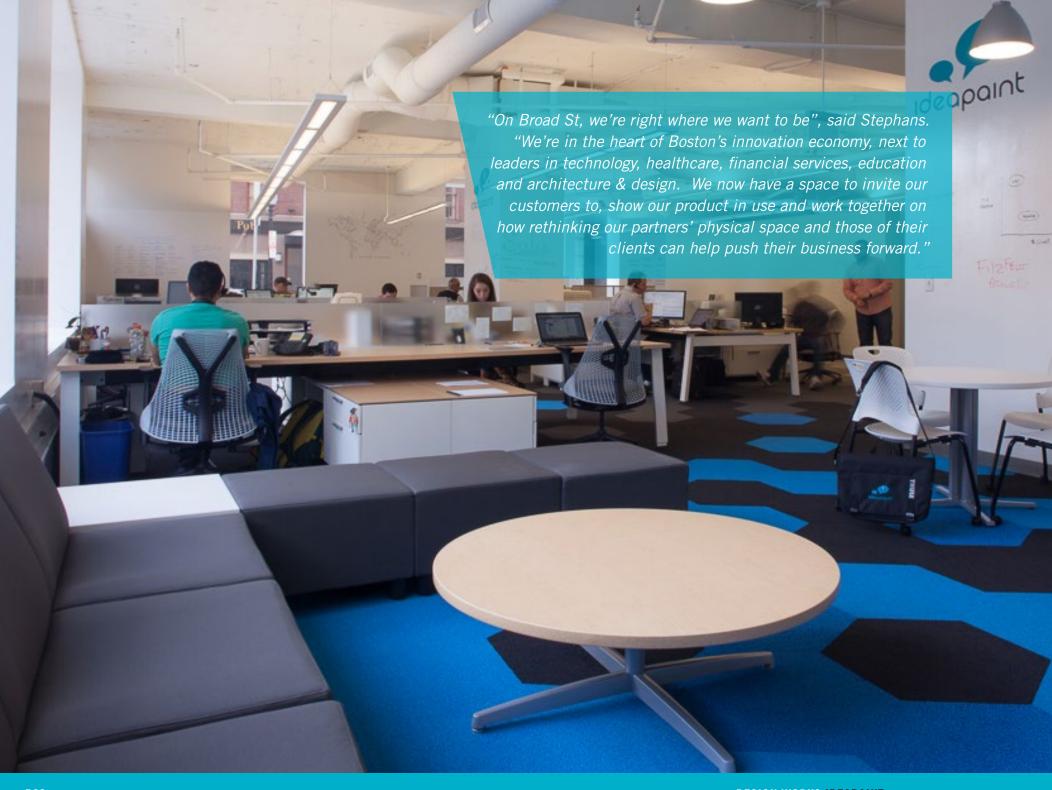
P24











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75 years ago George de Mestral filed the patent for what the world now knows as the VELCRO® Brand. Since then, the revolutionary hook and loop system has proliferated far and wide. It can be found in offices, classroom, and supply closets, in your car and in your clothes. It's even gone to the moon and back.

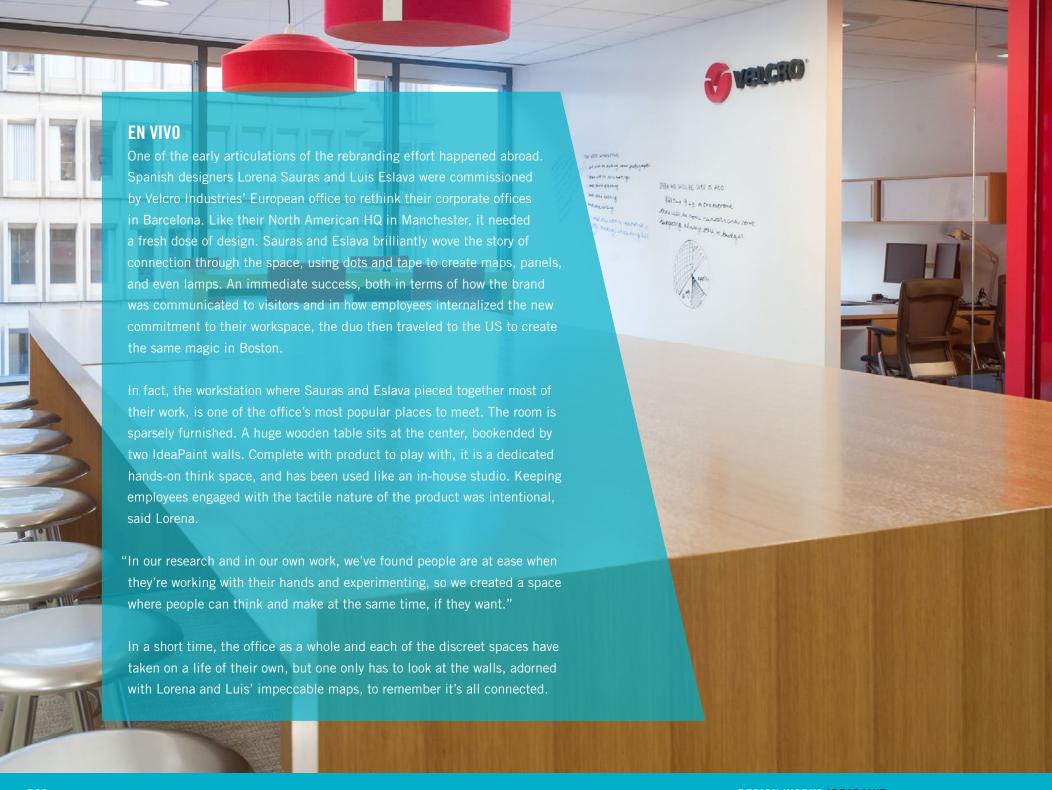
With so many stories to tell about how the company has progressed since its inception, VP of Global Marketing, Jurjen Jacobs was tasked with a coordinated rebranding of everything from packaging to interior design.

The Global Services Office in Boston exemplifies the company's new modern sensibility, in form and in function. It is designed with cross-pollination in mind, a subtle nod to the company's roots in biomimicry. The 1960s cubicles have been replaced by a completely open floor plan. Glass offices dot the exterior ring, leaving an unencumbered, central workspace for employees to strategize on how to bring the new messaging of There is Only One.TM to life. Jacobs has already noticed the residual effects of a brighter, more open space. "There's been an incredible energy about the office since we moved in. Everywhere you look, there are people taking advantage of the opportunities to work through our goals and objectives together. We invite our global partners to meet here and they're blown away by how complete the change is from two years ago."

As a company that revolutionized the art of connection, Velcro Industries is now right where it should be, squarely in the heart of an innovation district.







P32 DESIGN WORKS IDEAPAINT

