

YOUNG & RUBICAM

San Francisco, CA

Size

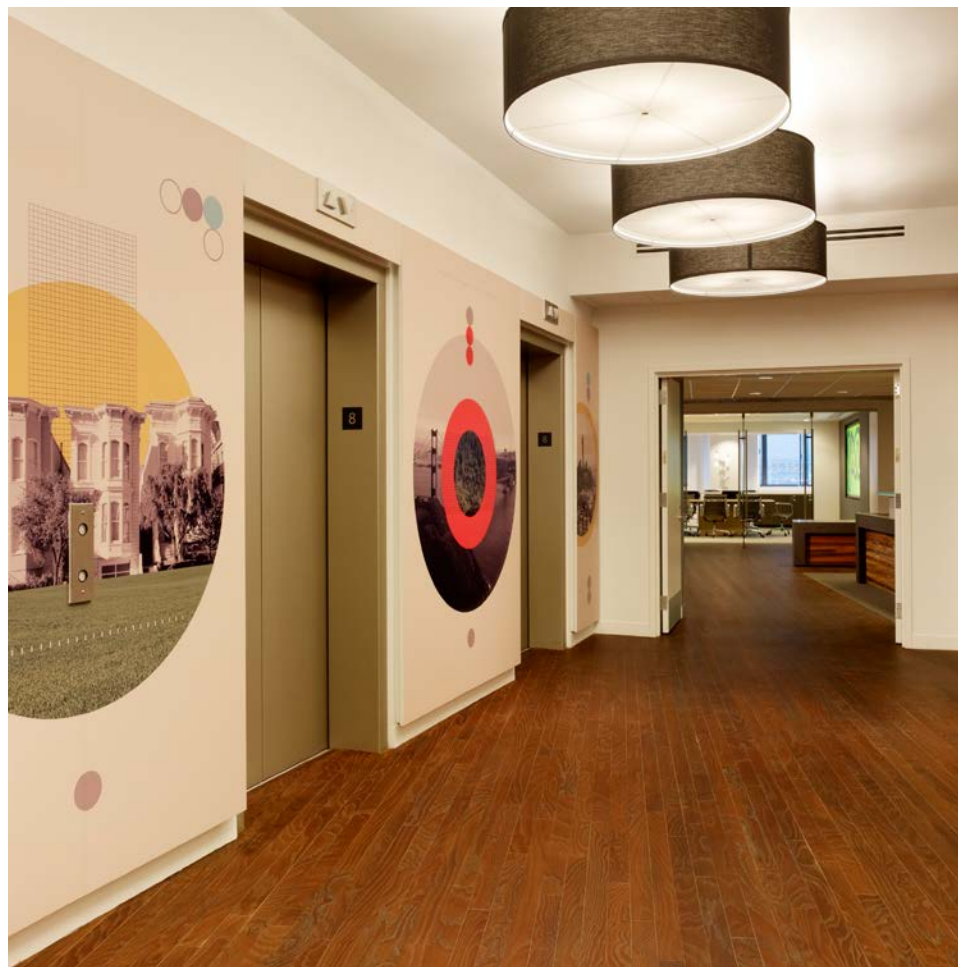
35,000 square feet

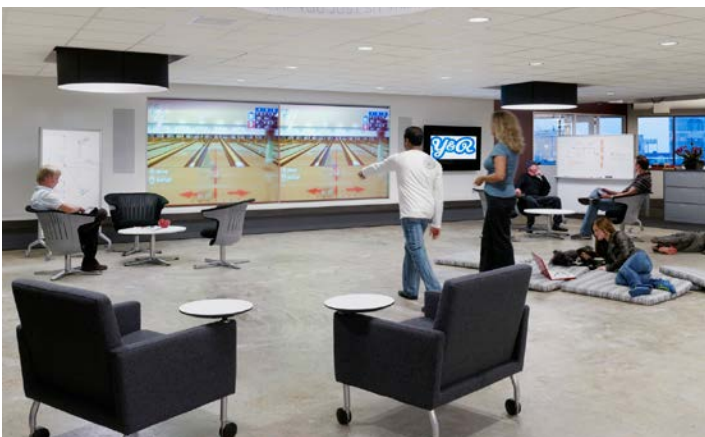
Project Highlights

Collaborative and open work environment;
Digital graphics celebrate local culture;
Designed for sustainability; Recruiting tool;
Open and enclosed presentation areas;
Great room and interactive cafe; Digital
artist Mark Weaver's gritty, creative graphics
emphasize the connection between the
agency and the San Francisco locale

Services Provided

Full service interior design and architecture;
Environmental graphic design





When Young & Rubicam (Y&R) hired IA to renovate their advertising agency. The challenge was to reinvent, re-brand, and sustainably transform the existing 35,000 square-foot floor into a progressive, collaborative, and energized agency. Y&R's ultimate goal was to invigorate and retain its existing workforce and attract the best creative talent in San Francisco.

IA met the challenge with a solution that created a collaborative open office space and progressive presentation areas (both open and enclosed), and opened up selected support areas to become part of the work zones. At the heart of the new office are two spaces: the great room and interactive café, areas formerly given to workstations and a small cramped pantry. Both spaces are ideal for hosting presentations and meetings and for generating camaraderie.

Intimate spaces created within the warehouse setting added a "raw and edgy" feel to the new space. IA used digital artist Mark Weaver's gritty, creative graphics to emphasize the connection between the agency and the San Francisco locale. All of the renovation work and Y&R's goals for sustainability were balanced with the budget. The result is a dynamic office design that reflects Y&R's collaborative culture and position as a cutting-edge San Francisco advertising agency.