

# COMCAST SPOTLIGHT

## New Customer Experience Center New York, NY

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### Size

45,000 square feet

### Project Highlights

Customer experience center and digital lab for new, innovative technology demonstrations to clients for advertising and sales group

Variety of space types accommodate different work preferences

Top two floors of a midtown high-rise

Featured views, natural materials, and biophilic design elements

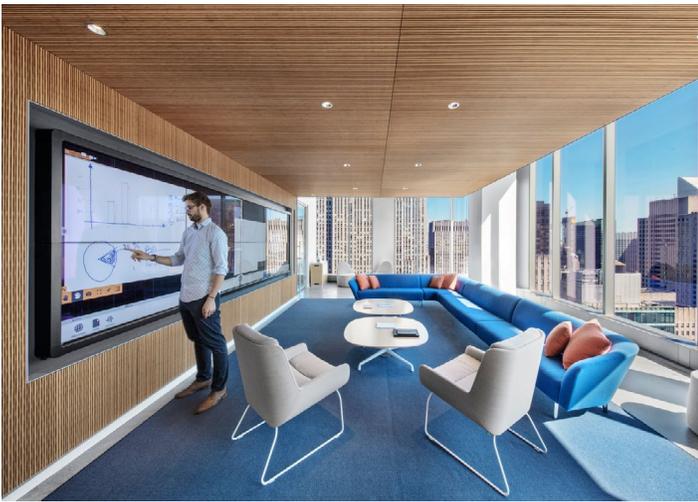
Graphic band wraps around the core of both floors showing company's timeline and achievements

### Services Provided

Workplace strategy; Full service interior architecture and design; Experiential graphic design: branding and signage; Sustainability/Wellness services; Furniture specification; Lighting design

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Comcast Cable's advertising and sales group required a workspace that showcases its new technology. Through strategic focus groups with end-users, the IA design team developed a warm space with a mix of formal and informal meeting and collaboration spaces. In addition to the Customer Experience Center on the top floor where staff can showcase new, innovative technologies to visiting clients, staff can also demonstrate new developments in the employee lounge on the floor below.

Diverse work styles are supported with open desks, private offices, booths, enclosed meeting spaces, and open huddle areas. Staff can also wander to and gather at hydration stations, the pantry, and lounge spaces.



A graphic band wraps around the soffit core of both floors, telling the story of Comcast Spotlight's history and achievements. Natural and neutral design elements, including plant features, wood and cork finishes, and emphasized floor-to-ceiling windows, take a back seat to the technology showcased and provide a soft, warm space for innovation and collaboration.