

KILROY REALTY CORPORATION

San Francisco, CA

Size

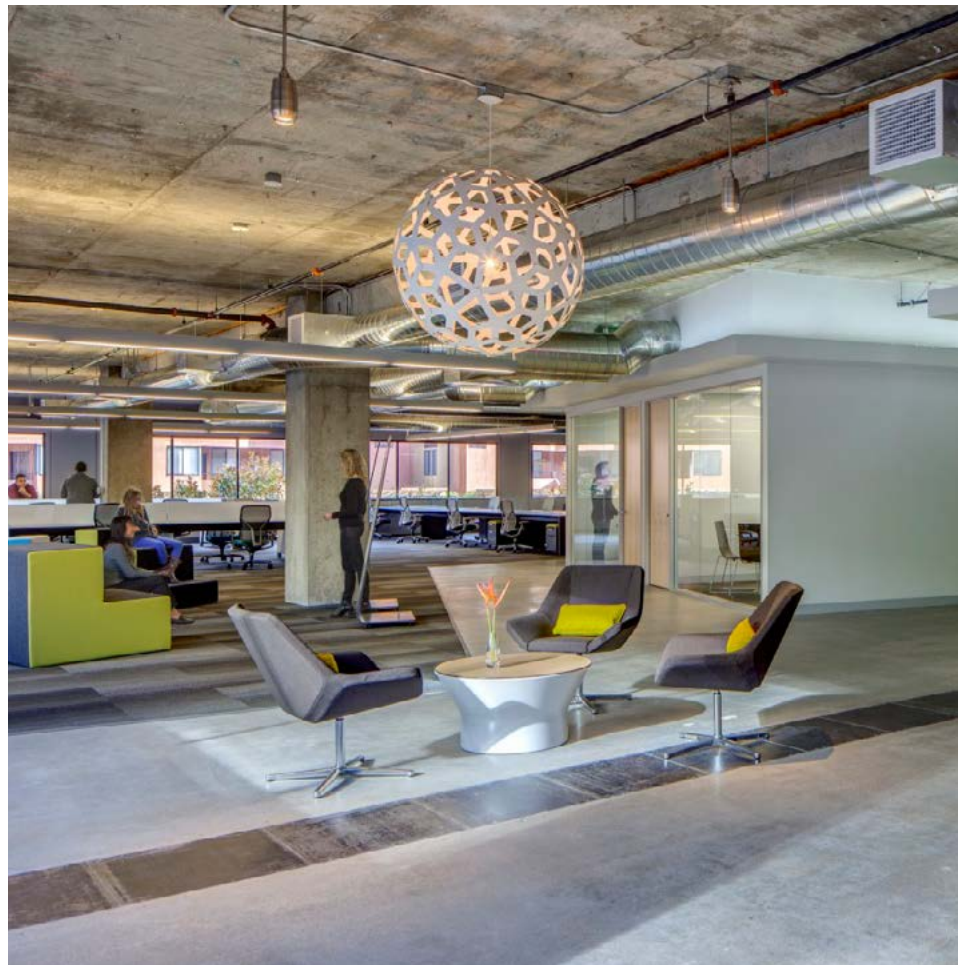
15,000 square feet

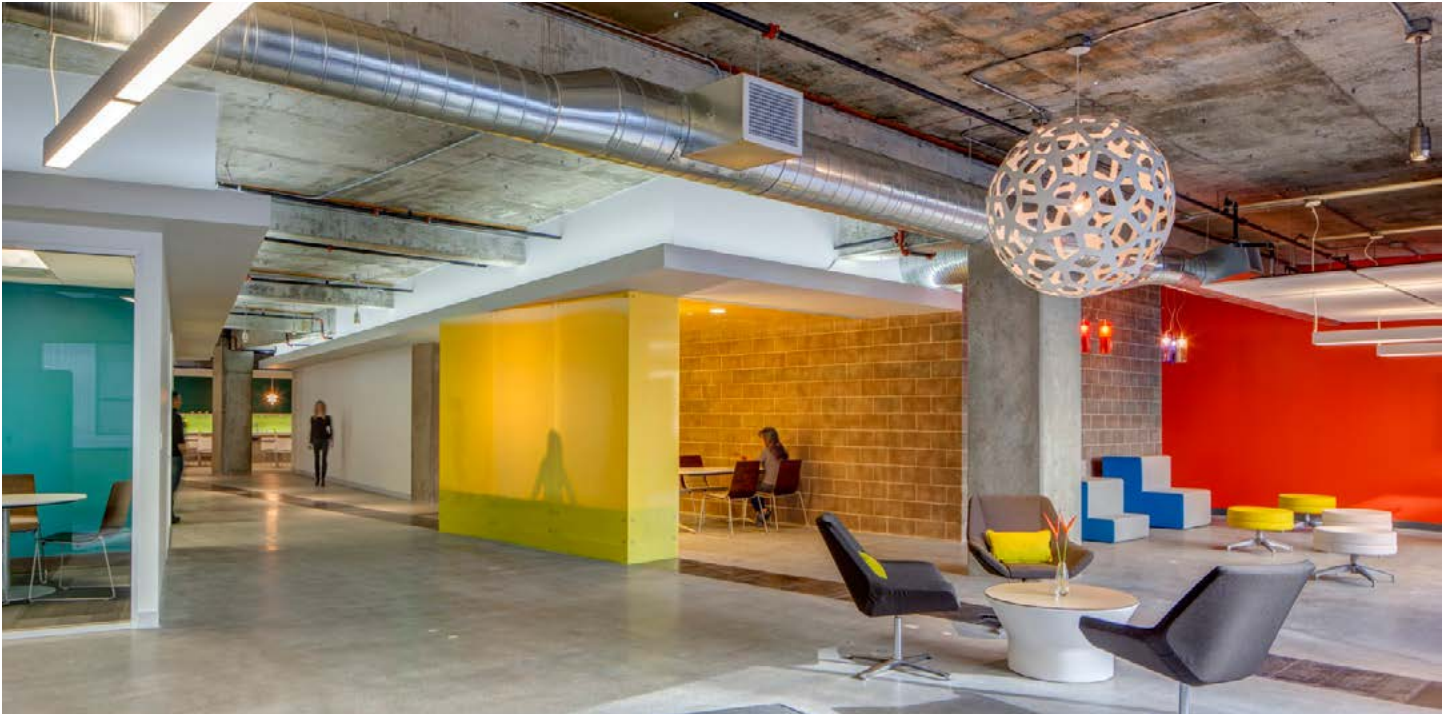
Project Highlights

Flexible showroom office suite used to promote latest office environment trends; Assortment of meeting areas such as conference, training room, open collaboration and private offices; Exposed ceilings and open floorplan; Development of marketing materials

Services Provided

Full service interior design and architecture; Development of marketing materials





Several years ago, Kilroy Realty Corporation (Kilroy) purchased 360 Third Street to address the growing demand for technology-based office space. The seven-story, South of Market (SOMA) building has 60,000 square-foot floorplates and a concrete structure that appeals to tech firms looking for large, open floorplans. As a strategy to entice tech firms to consider leasing space in the building, Kilroy chose IA to design a spec office space within the building to demonstrate to tenants the design potential of the building.

The client's goal for this project was to create a vibrant and progressive space to use as a "showroom" intended to promote the latest trends in SOMA office environments. As the landlord's showroom suite, the renovated space demonstrates creativity and flexibility in a technology-based work space. IA successfully met the challenges of designing a space for a theoretical tenant without a defined program or client directive while designing for future flexibility and balancing design impact with low cost solutions in anticipation of a future tenant with its own unique requirements.



IA's concept for the project was to maintain a balance between the casual, urban style of SOMA with the more polished Kilroy brand. In order to educate start-up companies who have not experienced the office design process and are unaware of current office trends, the space includes a variety of benching solutions, private offices, open collaboration areas, game room, training room, and conference areas.