

RUSSELL INVESTMENTS CENTER (RIC) Seattle, WA

Size

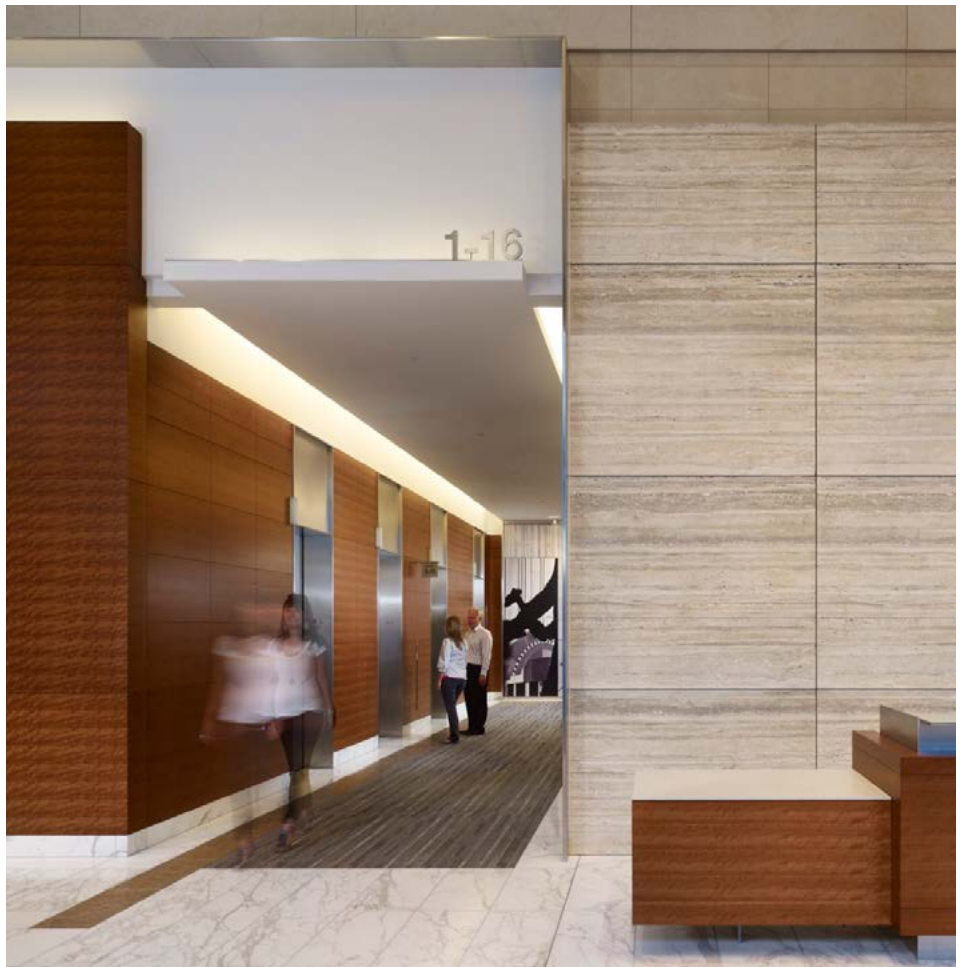
14,00 square feet

Project Highlights

Building repositioning; Lobby renovation with neighborhood feeling; Information desk and lobby signage; Reconfigured floor plates and infrastructure; New elevator which stops at garden level (17th floor)

Services Provided

Full service interior design and architecture





Russell Investments Center (RIC) was acquired by Northwestern Mutual in 2009; originally designed as the corporate headquarters for Washington Mutual. The challenge was to fill a million square foot tower with 82% vacancy in one of the worst recessions in history. If successful, it would be the largest conversion of a single-tenant building ever attempted in Seattle. The project would include three basic parts:

- Develop a new brand identity for a well-known building
- Devise multi-tenant floor configurations and realign the infrastructure
- Create a face for the building that leverages the new identity and amenities.

Acknowledging RIC's location within steps of many City landmarks like Pike Place Market, Benaroya Hall, and the Seattle Art Museum, Northwestern Mutual wished to highlight an urban lifestyle. They described prospective tenants as sophisticated, forward-thinking professional firms looking for a polished environment and prestigious address. With that, the team set out to craft the message and reshape the building to that image.