

# EDUCATIONAL PRODUCT DEVELOPER

Boston, MA  
North American  
Headquarters  
Relocation

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## Size

25,000 square feet

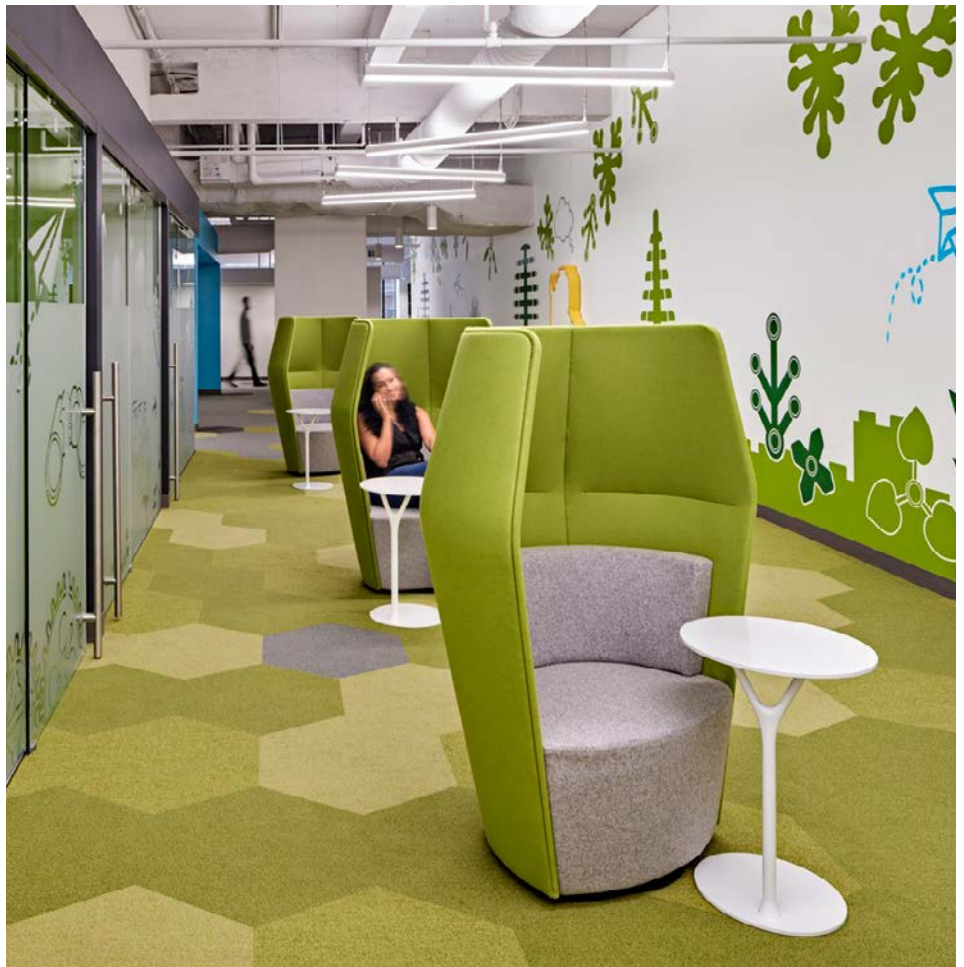
## Project Highlights

North American headquarters relocation from Kansas; Open floor plan with heads-down, personal spaces, including "Skype garden" phone booths; Flexible "town hall" and "canteen" lunch room for collaboration and events; Comfortable yet energetic landscape for recruiting; Design solution is unique to educational group while within corporate guidelines; Connection to local Boston culture through custom graphic murals; Value engineering process to marry design requirements within budget

## Services Provided

Interior architecture services;  
Environmental graphic design -  
branding; Furniture specifications;  
Change management

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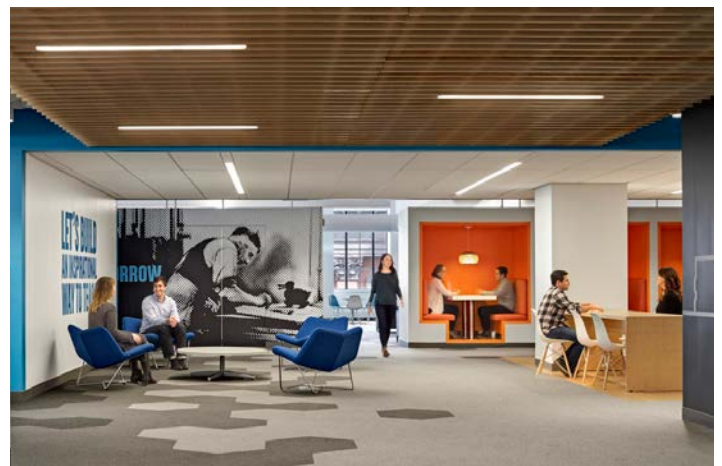




This education product developer relocated their North American headquarters from Kansas in order to be more accessible to clients, their corporate headquarters in Europe, and to a wider talent pool of recruits. The client wanted their new office environment to be unique to their department while celebrating and aligning with the corporate brand and culture.

As a major hub for educational-based institutions and organizations, Boston's history and culture provided design inspiration as the home of the first public school in the U.S. This evoked images of schoolhouses, chalkboards, cafeterias, and playgrounds, leading to free-standing, pitched-roof "schoolhouse" conference rooms, playful graphics, and simple geometries. The selected building—the previous home of MIT facilities—is celebrated through its original architectural features, including steel beams, concrete waffle slab ceilings, and large windows. These are complemented with bright colors and custom graphic murals that further enforce the local culture.

Transferring to a more open plan, the client moved from high workstation panels and private offices to sit-to-stand benched workstations. To balance privacy and minimize distractions, a number of opportunities for quiet space were provided with small nooks, focus rooms, and "Skype garden" phone booths.



In order to accommodate future growth, work and collaboration spaces are all flexible. The reception and surrounding "playground" area dual as meeting and demo space for visiting clients, students, and corporate employees. Within the office, the "town hall" has an operable glass wall that opens to the "canteen" lunch room, allowing for staff meetings, large events, and client workshops.

As part of a value-engineering approach, the general contractor was part of the design team early in the process to ensure the detailed design intent was successfully executed within the construction budget.