

# SUDLER & HENNESSEY

New York, NY

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## Size

72,000 square feet

## Project Highlights

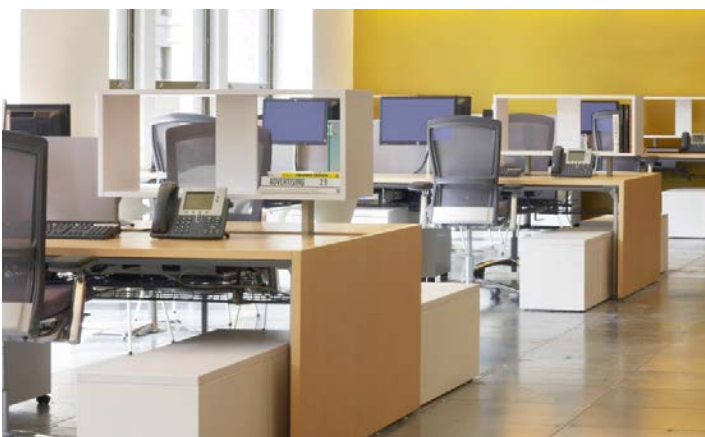
In-place re-design and renovation; Use of swing space to minimize disruptions to day-to-day operations; 90% demountable walls for increased flexibility; Collaborative, non-hierarchical environment; Extensive furniture study and mock-ups

## Services Provided

Full service interior design and architecture;  
Environmental graphic design

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Sudler & Hennessy, an advertising agency that competes in a highly fluid field, wanted to redesign their existing location to support its business culture and image.

IA's team began with a visioning session with senior management to determine current and future business drivers. Our analysis found that there was a strong desire to create a collaborative, non-hierarchical environment that would foster team work, chance interaction, camaraderie and innovation.

An extensive furniture study was initiated including the creation of mock-ups where everyone could experience the options available and come to a consensus of what would benefit the organization as a whole. This process entailed interactive work sessions with each manufacturer to discuss the merits of their product and how it could support the vision for the space.

Once a solution was determined, the challenge was to implement this project in phases without disrupting Sudler & Hennessy's day-to-day operations. In order to mitigate any interruptions in their business, IA assisted with the creation of swing space, allowing the affected groups to seamlessly relocate while construction of their space was underway. The final result was a project that achieved the goals of the client while maintaining a consistent operation throughout the course of the renovation.