

# CONFIDENTIAL VENTURE CAPITAL FIRM

Boston, MA

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## Size

8,000 square feet

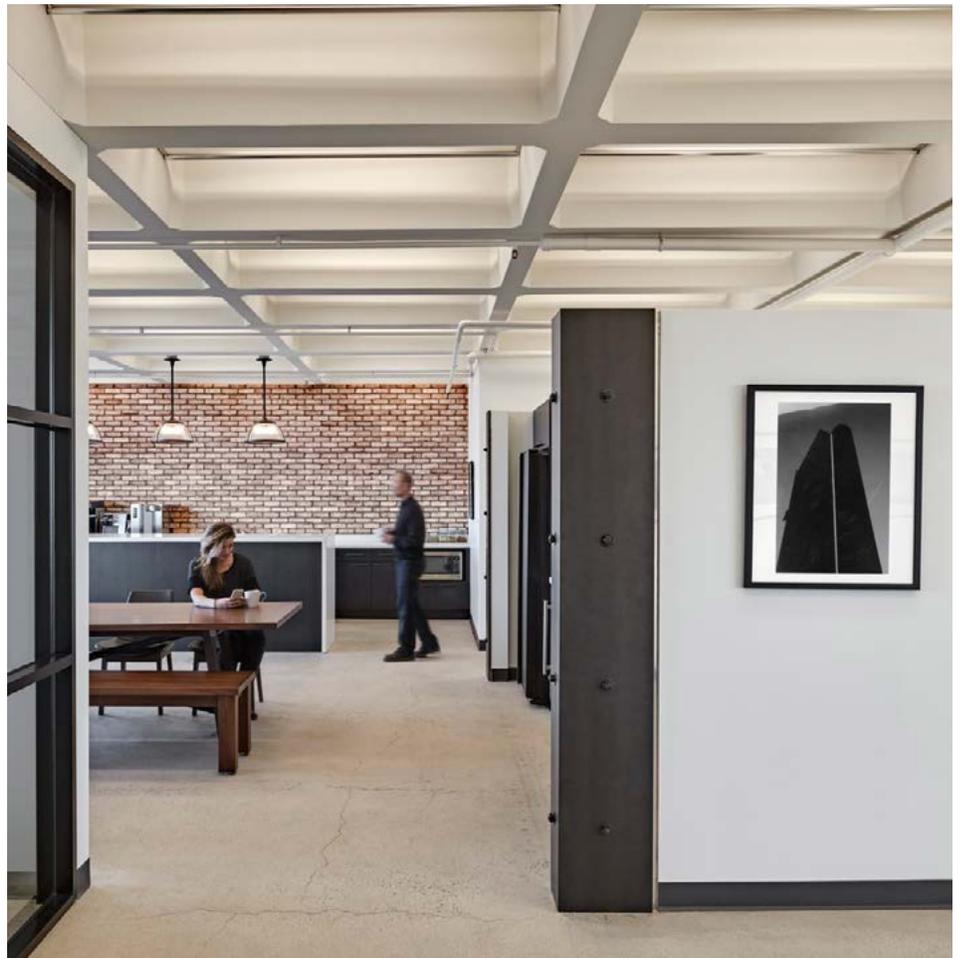
## Project Highlights

Programming meeting held with the founding partners to define company's design styles and growth; Wanted to break the mold of what a typical investment house looks and feels like; Building features incorporated into design; Metal and reclaimed wood materials to achieve a "warehouse" aesthetic in modern building; New space speaks to their style as well as desired clientele; In depth coordination with building engineer and general contractor for value engineering

## Services Provided

Full service interior design and architecture;  
Environmental graphics and branding;  
Furniture specifications; Lighting design

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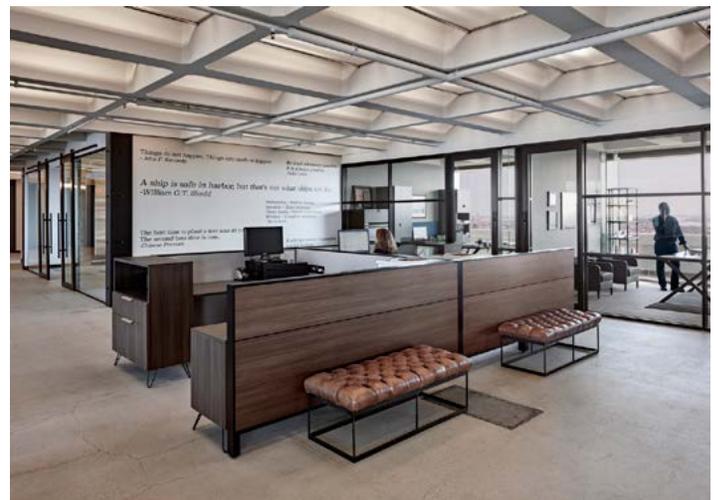




This confidential venture capital firm focuses on investment in the software as a service (SaaS), information, healthcare, and IT services. Because this firm is new collaboration between experienced financial partners from other firms, the design of their space would directly impact their brand. Workspace as a tool for recruiting and retaining was critical as they had to grow their entire team. It was important that their future space reflect not only the gravitas and sophistication of a successful financial organization, but also appeal to their technology clients. The result is a perfect marriage of traditional financial design aesthetic with spaces, finishes, and furniture now associated with technology clients.

Through programming and design meetings with the founding partners, the IA team worked hand-in-hand with the client to develop the design and the brand in the space. Traditional financial service characteristics include window-line offices for all staff beyond administrative, a formal board room adjacent to reception, an employee-only kitchen, wood finishes, and a refined finish palette.

To marry to the technology culture, the design team featured the exposed concrete floors, original waffle ceilings, residential-style furniture, full transparency with glass walls and sliding doors, reclaimed wood, a shuffleboard room, and open collaboration



and break-out spaces. While the majority of staff have private offices for client privacy, various workstyles office functions are supported with open workstations, large and small conference rooms, and various collaboration spaces.

The resulting space supports a live-work culture of transparency, collaboration, brand, and investments. The day-one client team of 3 has grown to 12 within the space, and their client base has grown as well: they are a thriving venture capital firm that serves as an example of fin-tech design.