

HUBSPOT

Cambridge, MA
Headquarters
Campus Renovation
& Expansion

Size

Building 1: 105,000 square feet (8,000-50,000 square feet each phase)

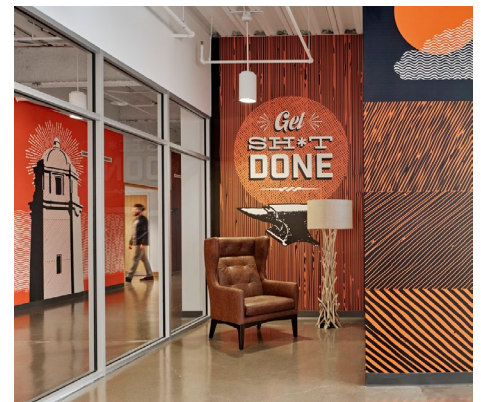
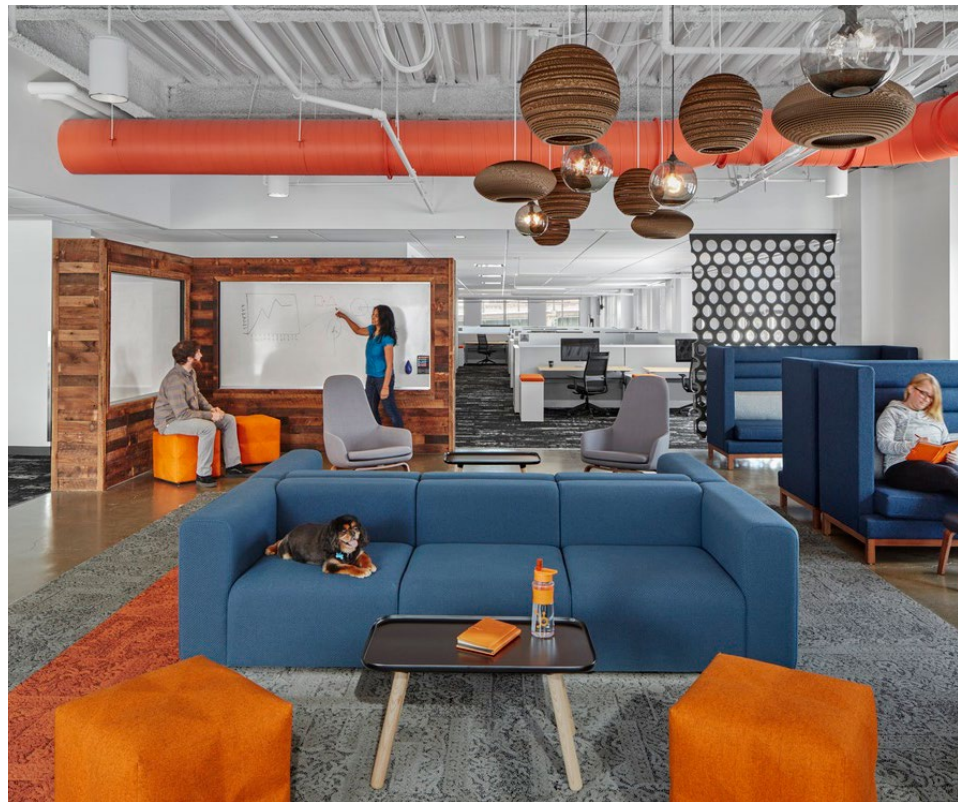
Building 2: 60,000 square feet

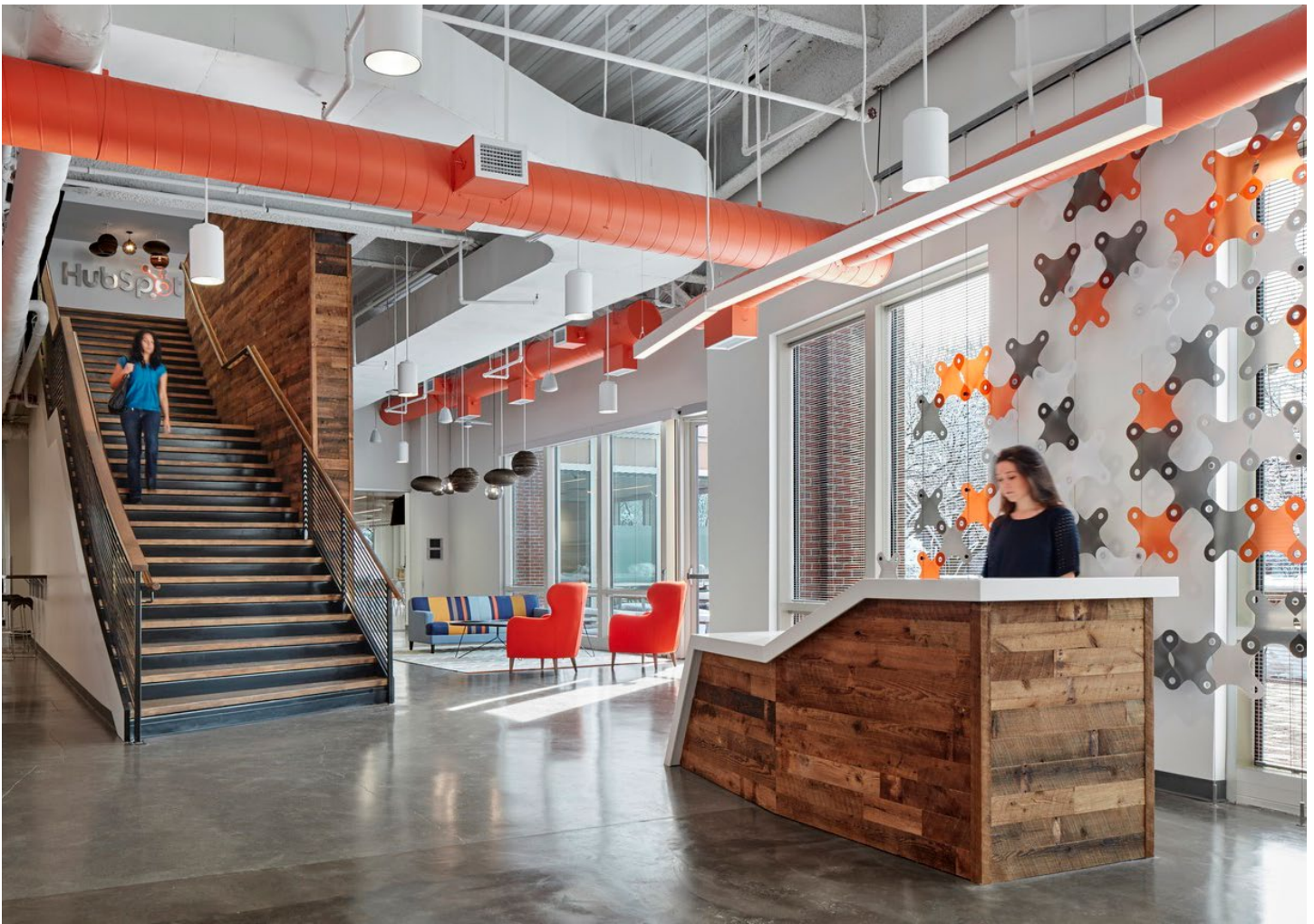
Project Highlights

Headquarters campus renovations and expansion into neighboring buildings; Adaptive reuse of historic furniture factory; Different amenities in each building to create a campus community; Renovations phased in-place to allow for full occupancy during construction; Design aesthetic evolves with company's maturing brand; Variety of work settings: phone/interview rooms, living room, workstations, and collaboration zones with writable surfaces; Amphitheater/town hall training space; Beer garden and coffee bar

Services Provided

Development and implementation of global design standards; Full service interior design and architecture; Furniture specification and coordination; Master planning





HubSpot, a rapidly growing leader in marketing software, engaged IA to develop and implement design standards for its headquarters that would embrace the next generation of its culture and workplace experience and support recruitment and retention.

IA conducted phased, in-place renovations of an existing headquarters space to create an open and collaborative workplace that enables software developers to work according to the task at hand. A nomad zone serves non-dedicated team members and allows for collaboration, while a residential zone provides quiet, heads-down areas where developers can focus on writing code. In between these spaces, a living room and coffee area are available for collaboration or respite.

Less than a year after the completion of the headquarters renovation, HubSpot required additional space and decided to expand into a nearby building. Evolving along with the company, the design standards and expansion is a "grown-up" version of the existing headquarters, featuring a more refined use of similar materials and colors.

In an effort to not duplicate amenities between the buildings—and to create a campus community—the expansion space includes a large auditorium/town-hall training area with moveable bleachers, a full-service display kitchen for specially prepared meals, and an atrium with a beer garden and full-service coffee bar. Work spaces are designed specifically for the research and development team, but within the design standards and able to accommodate other teams in the future. Small conference rooms, focus areas, collaboration zones, and lounge spaces allow for alternative work settings away from desks.

IA continues to work with HubSpot on its headquarters expansion, as well as implementing design standards globally, including in Dublin, Ireland and Singapore.