

METRO GOLDWYN MAYER (MGM) Beverly Hills, CA

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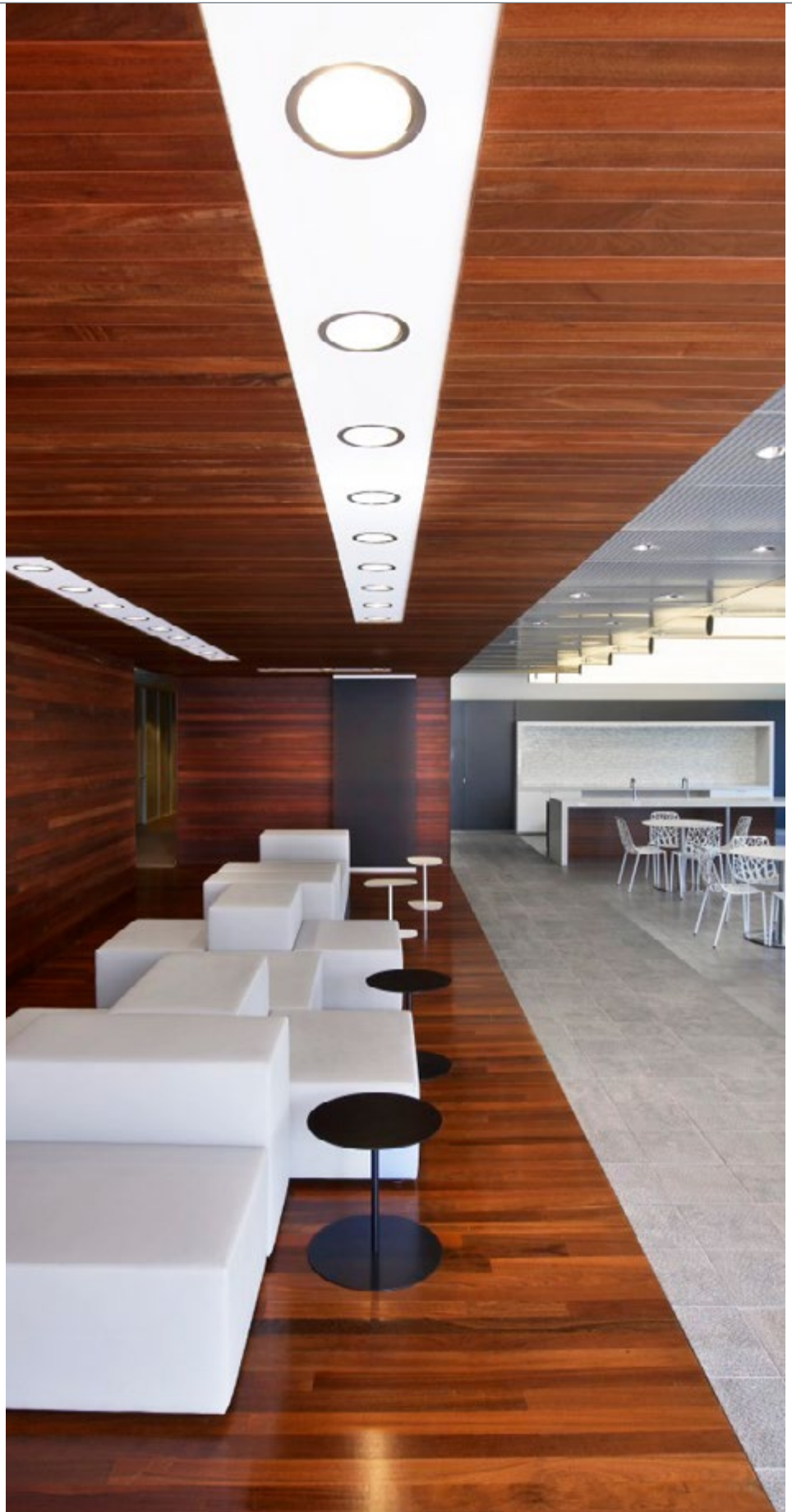
150,000 square feet

Project Highlights

Consolidation and relocation of two newly-merged firms; Programming database utilized for streamlined information gathering and tracking; Custom workstations support flexibility and efficiency; Multi-purpose staff area opens to outdoor terrace for gatherings and events; Iconic posters and awards displayed throughout the space to integrate MGM's history with the design

Services Provided

Workplace design strategies; Full service interior design and architecture





When Metro-Goldwyn-Mayer (MGM) emerged from bankruptcy under the direction of Spyglass Entertainment, IA was commissioned to help the newly formed partnership evaluate their real estate options as the two organizations merged and their respective leases concurrently expired. IA utilized its proprietary relational database called Performance Programming, which streamlined the conventional programming scope of work to capture information pertaining to existing and projected space needs, adjacency requirements, access, security, special environment issues, and meeting profiles.

The information discovered from the Performance Programming exercise aided MGM and the real estate team in making the decision to relocate to a building in Beverly Hills that would better fit their business needs, brand, and culture.

Challenges due to budget, schedule and the dimensional constraints of the floor plates were resolved with a custom workstation design delivered for under \$3,000 per seat. The floor plate dimensions required a flexible workstation that could be adjusted to finesse the layout and maximize efficiency. The solution provided a storage tower which eliminated the need for overhead storage and contributed to privacy considering the low profile partitions.



The interior design solution utilized the existing bones of the building, including a large lunchroom that opens onto the outdoor terrace, blending the outside with the inside, creating a multi-purposed area for both staff, entertainment and large assemblies. The design also included a custom-designed display case for MGM and Spyglass Entertainment's Oscar Awards, as well as a state-of-the-art screening room. MGM's graphic and visual history are preserved through integrating the old posters and logos into the design of the space.