

# WHITEPAGES

Seattle, WA  
Headquarters  
Renovation

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## Size

24,000 square feet

## Project Highlights

Branded elevator lobby and open reception check-in; Great room/commons area that serves as a reconfigurable, multi-purpose central hub for staff; Fixed and reconfigurable lounge seating; Whiskey bar and kegerator; Whiteboard/projection areas for presentations and gaming; Completely mobile, reconfigurable work area with sit/stand mobile desks

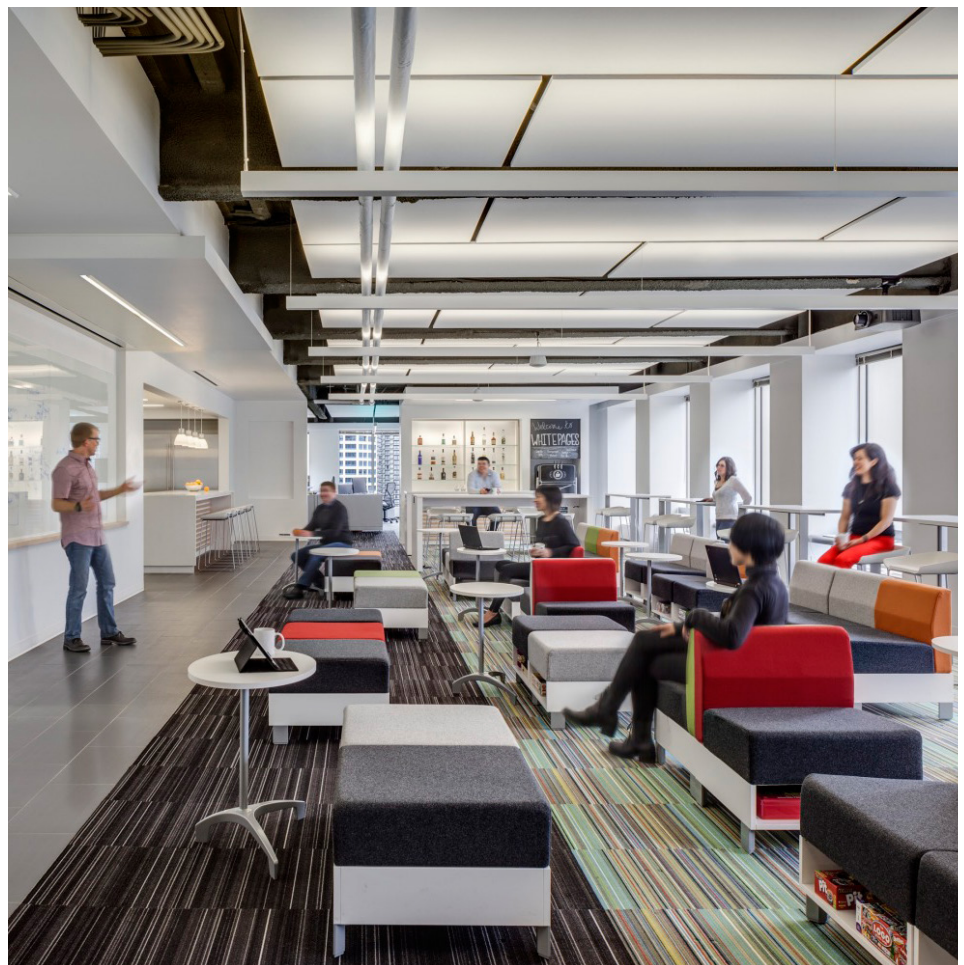
## Services Provided

Full service interior design and architecture; Workplace strategy; Environmental graphic design

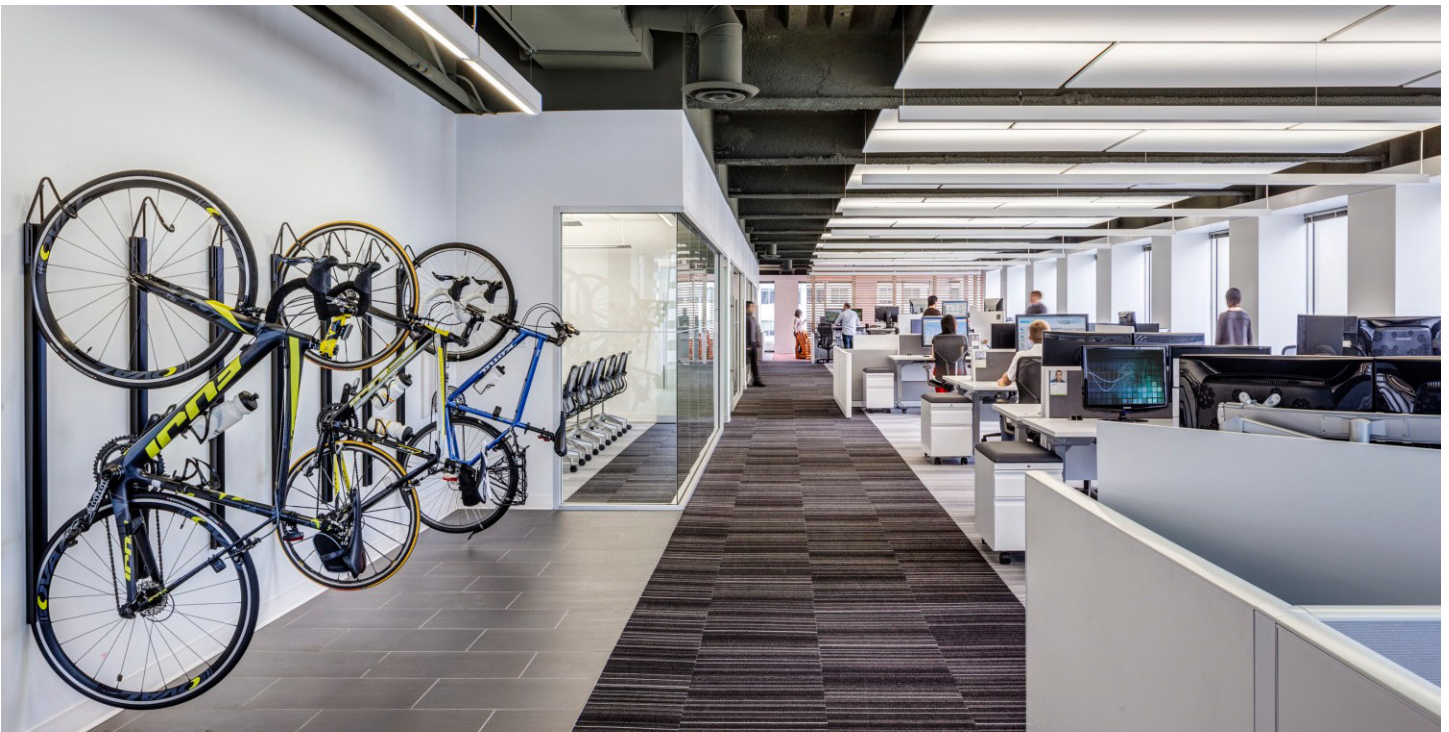
## Awards

*International Interior Design Association (IIDA), Northern Pacific Chapter, Best in Category INmass Design Award for projects over 20,000 square feet*

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Founded in 1997, Whitepages is a provider of contact information, compiled from quality, public sources and users. As a developer of mobile apps, the company makes use of this data by connecting people and businesses.

The Seattle headquarters approached IA with a request for a new staircase, but this blossomed into a working relationship that resulted in a full renovation and re-branding of the space. The goals for the project, included:

- Encourage socializing, interaction, and chance encounters.
- Preserve and increase panoramic views.
- Re-brand.
- Provide a first-class workspace unlike any other in Seattle.

To address these requests, IA worked closely with Whitepages to reconfigure the two floor tenant suite with a communicating stair to encourage socializing and interaction. Perimeter offices were relocated inboard to preserve and increase opportunities for panoramic views. To enhance the brand experience, IA worked with the client to coordinate placement of new program elements and elimination of unused program areas.

As a result, the new Whitepages headquarters reflects the forward-thinking, dynamic, and open culture of its staff, and has become a showcase for social gatherings, industry events, and tours for prospective staff.