

MATCH.COM

Dallas, TX
Headquarters

Size

75,000 square feet

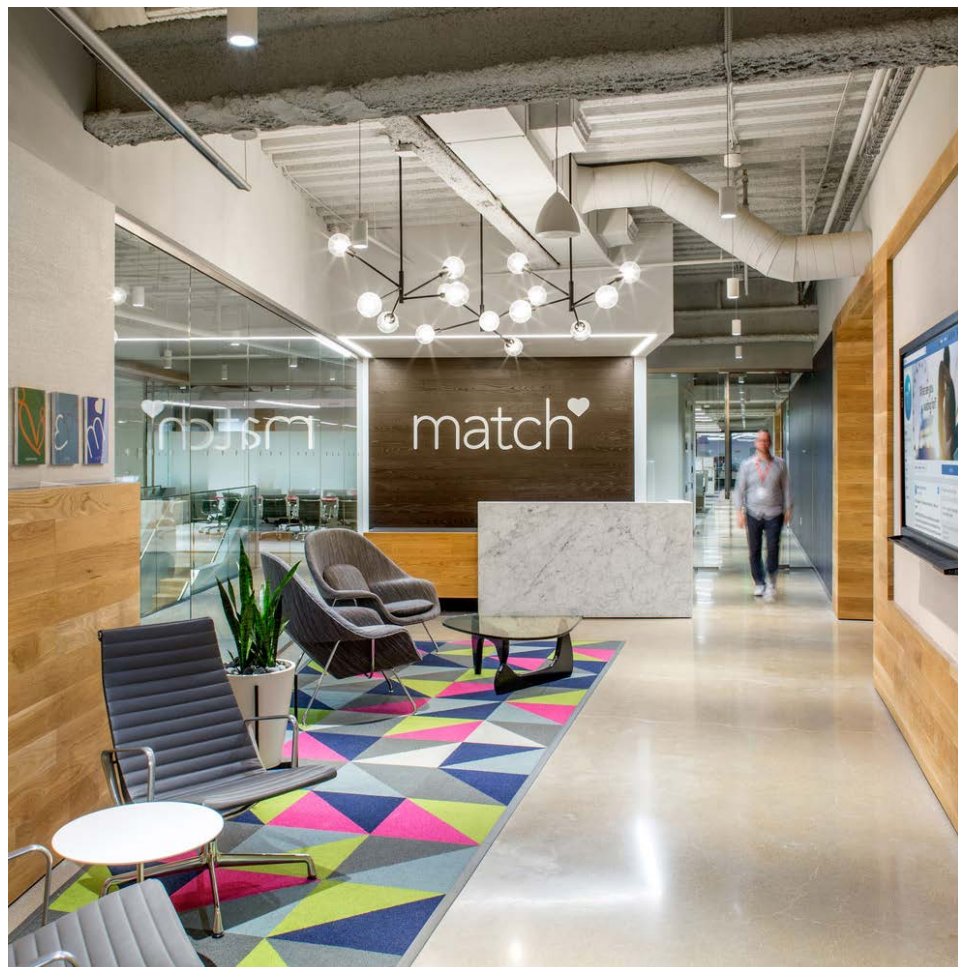
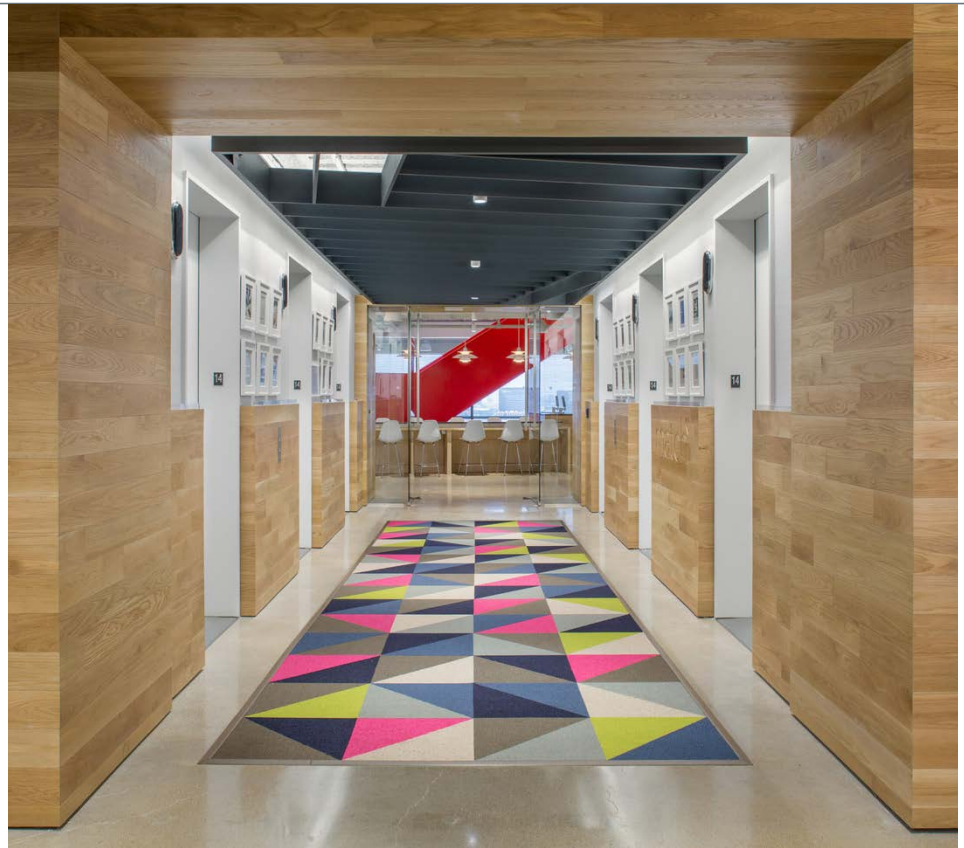
Project Highlights

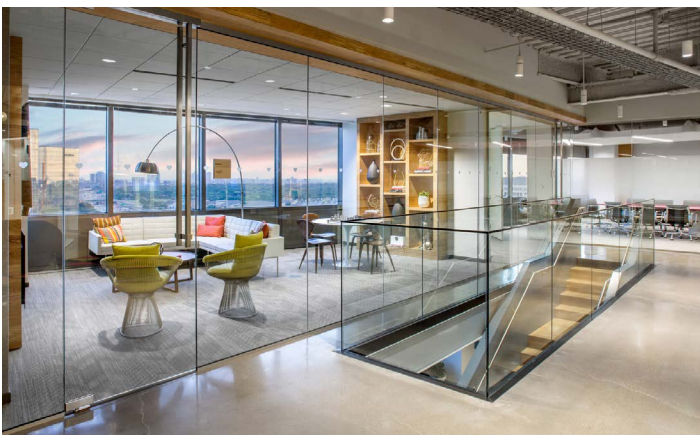
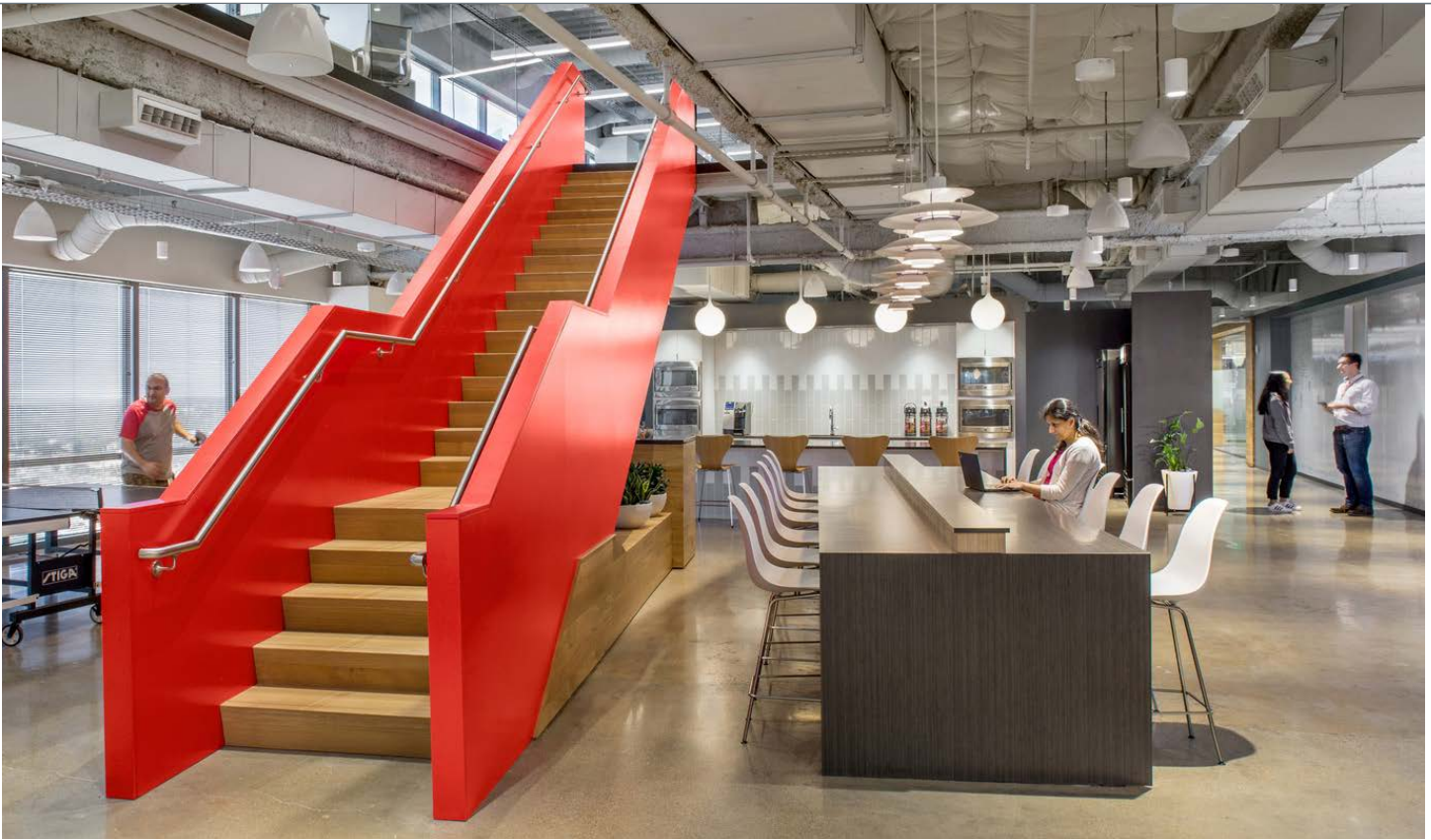
Three-floor headquarters relocation for growing and evolving online dating company; Interconnecting stairs reconnect previously separated departments; Re-configurable spaces and modular desking system within open plans; Graphics allow for personalization and company branding; Main lobby and Grand Lounge provide a multi-purpose room for meetings and events; Framed wedding invitations and baby announcements adorn elevator lobbies; Renovations included elevator lobbies and restrooms

Services Provided

Full service interior architecture and design; Experiential graphic design: branding and signage; Furniture specification; Lighting design

➔ *Featured on dIAmeter*





For online dating service Match.com, partnering with IA for its headquarters relocation in Dallas, TX was the right match. Reconnecting the firm's departments physically divided due to steady growth, providing reconfigurable spaces, and creating a framework for branding and personalization were priorities identified through IA-led visioning sessions, microprogramming, and hands-on CEO involvement.

A red-clad stair boldly rises, connecting two of the headquarters' three adjacent floors and all departments, with a separate blue-clad stair connecting the third. As the project's centerpiece, the multi-purpose Grand Lounge serves as an informal conference center, break/game room, event space, and all-hands meeting space. Seven separate neighborhoods are organized within the open layout, enabled by close MEP coordination for additional, unobtrusive capacity with limited walls. Modular desking systems and casual seating enable easy reconfiguration and future flexibility.

Multiple interactive elements celebrate love and promote community. A video wall tracks Match user traffic and social media activity and, with a combination of painted text and chalk numbers for easy updates, a wall-size map tracks Match statistics around the world. Clotheslines of photos display happy #MatchMade couples, and framed wedding invitations and baby announcements adorn elevator lobbies.