

REVOLUTION

Chicago, IL
Headquarters
Relocation

Size

25,000 square feet

Project Highlights

Sports motifs throughout include stadium-inspired wayfinding, a "tunnel" elevator lobby, a featured Formula One car, vintage scoreboard, historical photos and trophies, and a repurposed basketball court bench

Reception and waiting area stadium flexes for events and all-hands meetings

Hospitality inspired VIP area includes a separate waiting area, executive lounge and office, and views to Chicago's skyline

Work neighborhoods include universally sized private offices and open workstations with community tables and lounge areas for alternative work styles

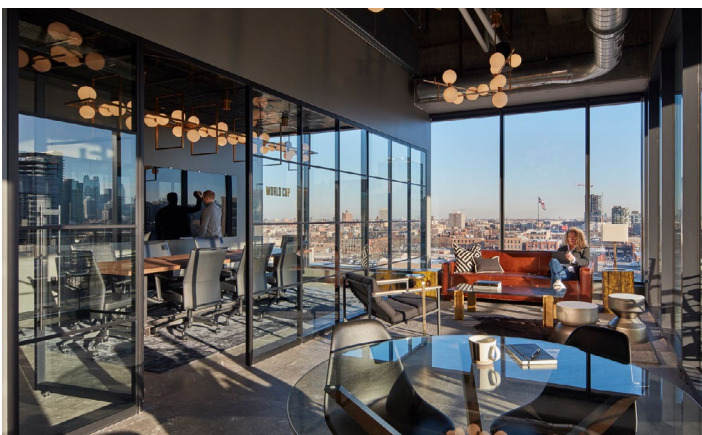
Services Provided

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

**"THE OFFICE SPACE
TELLS OUR STORY AND
IS A REFLECTION OF
WHO WE ARE."**

JOHN ROWADY, CEO & FOUNDER





IA collaborated with rEvolution, global sports marketing and media agency, for its move to the ninth floor of the new 210 North Carpenter building. The neutral space with high ceilings, large windows, and concrete flooring serves as a backdrop to rEvolution’s raw yet classic style.

Staff and guests enter the floor at the elevator lobby: a dark, dramatic atmosphere with a metal ceiling and music playing, creating a sentiment similar to that felt by players walking through a stadium tunnel onto the playing field. It opens to the reception desk—which doubles as a DJ booth or catering counter for events—and a Formula One car once driven by Emerson Fittipaldi. Also in the reception area is “The Stadium” with custom, retractable bleachers for staff meetings. The progression continues past a vintage scoreboard and historical photos and trophies towards the VIP area.

The energy shifts towards the client-facing areas, taking a more formal tone in the separate waiting area, executive lounge, and hospitality-inspired executive office. The workspace, marked with column numbering as a nod to stadium wayfinding, hosts universally sized private offices at the interior of the floorplate with workstations along the exterior. Staff can also work away from their desks at community tables or the central, casual lounge. For lunch and happy hour, staff break at “The Bear and Rabbit,” named for the founder’s favorite English Pub.