

# S2G VENTURES

## New Office Chicago, IL

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### Size

15,000 square feet

### Project Highlights

Three start-up companies consolidated into one space that represents all ventures

Engaging and interchangeable custom graphic elements, including food-pun artwork by IA staff members

Hospitality zone at the heart of the space brings various ventures together

Variety of indoor and outdoor meeting spaces, focus rooms, open workstations, private offices, and touch-down work environments

Urban oasis design concept celebrates the Fulton Market loft origins of the organization as well as their commitment to sustainability

### Services Provided

Full service interior architecture and design; Experiential graphic design: branding and signage; Sustainability/Wellness services; Furniture specification; Lighting design

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S2G (Seed 2 Growth) is a venture capital firm focused on empowering entrepreneurs that are improving the overall health and sustainability of the food system from soil to shelf. At their new office—the first designed specifically for them and a co-location with two partner-firms—a single brand identity and design language captures the passionate spirit of their approachable, scrappy culture.

The design concept “Urban Oasis” celebrates the soul and energy of the firm’s Fulton Market loft origin, as well as its commitment to sustainability. An industrial warehouse aesthetic is balanced with welcoming textures and colors inspired by nature (water, air, plants, soil, and food). An emphasis on sustainability features reclaimed wood for a reception desk and conference room tables; in reception the coffee tables are made of Buckthorn, an invasive plant banned in Chicago, here put to good use.

A seamless integration of architectural design and experiential graphic design (EGD) communicates the combined cultures. Strong EGD elements throughout include a brand wall of wood at reception representing S2G’s portfolio and designed to reflect its expansion; a 25-foot-long commissioned mural at the café by artist Rob Funderburk; a custom glass film graphic in a pattern inspired by wheat, water, and insects; and a gallery wall of



artwork—27 droll food-puns including Peking Duck, Chocolate Moose, and Butter Scotch—created by IA designers. Inspiring quotes wrap portal walls at the open office area and a wall for staff culture encourages interaction in the hospitality zone.

A multitude of meeting spaces formal and informal, indoor and outdoor are interspersed with collaboration counters. For visiting partners focus rooms become comfortable touch-down work environments. Workstations face one another with good sight lines, and in the open office area floor to ceiling windows offer impressive views of the Chicago skyline.