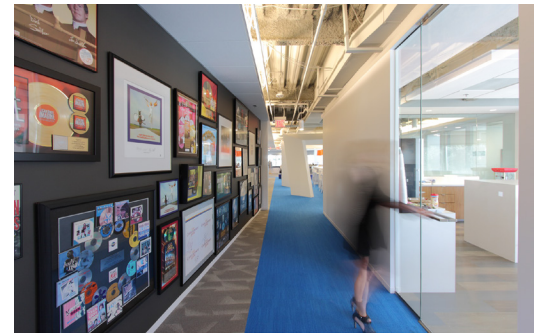


projects

Direct Holdings
Fairfax, Virginia

Interior Architectural Services for a
corporate office



Direct Holdings, a Time Life Company, relocated from a space which, on paper, should have worked for their creative staff. Despite open-planning, multiple collaboration areas, and a large employee lunchroom, employees rarely interacted. Meeting rooms were underutilized and the lunchroom was often empty throughout the day. Even the highly recognizable Time Life brand was non-existent throughout the space.

The design goal of the new space was to foster creative energy and connection, while showcasing and celebrate Time Life's products and brand. To bolster creativity, the design team created numerous, varied opportunities for formal and informal collaboration including a trapezoidal-framed sculptural collaboration area, bench-seating along the window line and a lunchroom with various seating types and gathering areas. These informal collaboration areas prompt casual interactions and encourage connectivity between people who might otherwise not interact. Every area within the space is also designed with glass to connect one to the other and offer continuous site-lines throughout the space. The company's brand is reflected throughout the entire space, with the logo even being used as ceiling detail. Time Life imagery (Music, Film, etc.) is incorporated throughout the design as part of large product areas and in small details.

Honorable Mention, Fairfax County Exceptional Design Awards

