

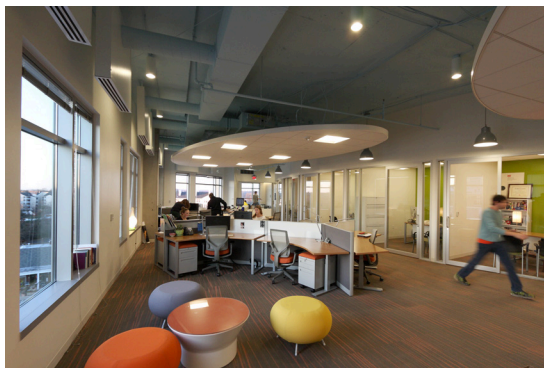
projects

LMO Advertising
Arlington, Virginia

Interior Architectural Services for an
Advertising Agency



dc
DESIGN



LMO, a locally owned advertising firm, relocated their headquarters to a new LEED Platinum building in Arlington, Virginia which emphasizes a healthy, fun, satisfying and highly productive work place. The primary goal for LMO's new office is to create an environment that promotes creativity and reflects the firm's collaborative culture. DCS assisted LMO with Change Management Services, as they were moving from an office intensive environment to a completely open work plan. Designers began with in-depth visioning and a programming study which revealed their most critical planning needs. During this process the team helped staff understand and get excited about their new environment through sharing the design during all staff meetings (called "campfires"), and encouraging a casual after-hours gathering, a building site tour, and an after move-in Happy Hour. Due to the nature of their collaborative work, DCS designed break out spaces featuring various seating types, state-of-the-art technology, and white boards to encourage teamwork at any space in the office. Along the curved window line is a fun and energetic employee cafe featuring a game room. Branding was also major design consideration, products, posters, and memorabilia are prominently displayed throughout the space. Yet the most captivating and interesting branding concept is the letters L,M,O which are incorporated as subtle design elements in the reception area. See if you can find them