

**19
89** | **OVER
TWENTY
FIVE
YEARS**



MKDA designs 17,000 s/f workplace for technology arm of law firm Morgan & Morgan in Brooklyn

May 16, 2017 - Design / Build



Morgan & Morgan at Liberty View Industrial Plaza,
830 Third Avenue - Brooklyn, NY

Brooklyn, NY New York-based corporate interiors firm MKDA has completed a 17,000 s/f workplace for national law firm Morgan & Morgan at Liberty View Industrial Plaza, located at 850 Third Ave. The firm will use the space for its high-tech marketing and technology groups, as well as Litify, a recently independently funded technology company that had its beginnings at Morgan & Morgan.

According to MKDA creative director Edin Rudic, the space, which will be used for the development of proprietary technology platforms, needed to accomplish three objectives: to create a casual and hip new brand identity; to apply front office design to back office space through the use of fun and whimsical details; and to maintain and enhance the industrial aesthetic of the 1920 building.

“Morgan & Morgan wanted its new space to represent the physical, cultural and generational shift that goes along with its foray into the technology space,” said MKDA president Michael Kleinberg. “The firm’s new workplace will support its corporate culture while also providing appropriate operational support.”

The open office is whimsical and innovative in its use of finishes and materials. A fresh palette of plywood, writable concrete and glass were all specified for dedicated uses and distinct purposes. Colorful carpeting, funky wall coverings, and vibrant furniture were used to soften the space.

“In an effort to use every vertical surface, concrete columns and glass walls were turned into writable surfaces,” said Rudic. “The space was also infused with inspirational conference rooms and meeting areas with rich and vibrant finishes and furniture, including comfortable beanbag seating.”

Personnel are spread across an equal mix of workstations and benching with only five private and one executive office. The remainder of the space features a game room, multi-purpose

room, conference room, and boardroom, as well as numerous touchdown areas, lounges and a café.

“MKDA integrated our high-tech culture into a creative, fun, comfortable and efficient workplace that supports our mission to create new platforms that transform law firms into high-performing businesses,” said Steven Mandel, operations officer at Morgan & Morgan and Chief Product Officer of Litify. “We couldn’t be more pleased with the outcome.”

MKDA has in recent years made substantial contributions to the evolution of workplaces in Brooklyn’s creative centers. The firm most recently designed a marketing suite and tenant spaces at nearby Industry City, including a studio for interior conservation and restoration firm Evergreen Architectural Arts, and before that, a 100,000-square-foot facility for 3D printer Makerbot.

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