



TPG designs and develops brand standards for Creative Circle's Chicago and LA offices

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Creative Circle is experiencing growth in all of its markets. In 2012, Creative Circle selected TPG Architecture to develop brand standards for all of the firm's offices and implemented them in its N.Y.C. location. TPG is now applying these standards to flagship office expansions in Chicago and Los Angeles. The 8,000 s/f Chicago office, located at 330 North Wabash Ave., will be complete this month. Creative Circle will occupy the 14,300 s/f Los Angeles office, at 5900 Wilshire Blvd., in April. "We asked TPG to help us express our brand visually within the entire office space," said Kenneth Lockart, director of real estate for Creative Circle. "TPG has been invaluable in helping us define 'common areas,' such as the caf  /pantry and meeting spaces, that provide an improved overall working environment for our staff. TPG's work in this area has greatly improved staff morale as we move into these new flagship offices. Real estate brokers who represent our New York City building even tour prospective tenants through our office, telling them, 'This is what you could do.'"

TPG designed the offices to support the youthful and energetic staff. A central caf  /pantry is the heart of the open work environment. Brightly colored accent walls and mid-century modern furniture in the caf   and reception areas enliven crisp white walls and desks.

In addition to the brand standard red highlight around the interview rooms, caf  , and open plan area, the Chicago office has a divisible training room with mobile marker boards. Koroseal WallTalkers allow the main wall to be used as a marker board and projection surface.

TPG paid special attention to the architecture and play of light within the LA office. Color and pattern are featured throughout the space, clerestory windows utilized and open ceilings were carefully considered to give as much height wherever possible.

The TPG design team comprises: Principal-in-charge James Phillips, studio director Larry Berger, project director Suzy Henry and designers Carly Jacobson and Susan Pavlovsky.

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