



TPG designs new Hudson Square offices for Havas

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Havas has been working with TPG Architecture for two years to identify a space into which they can move their creative and media staff. Havas has signed a 15-year lease for 260,000 s/f, comprising seven floors of 200 Hudson St. and an additional floor at 205 Hudson St. The new offices will bring together 1,100 staff from Havas Worldwide and agency groups Euro/RSCG, MPG and Arnold, currently in disparate locations throughout the city. Construction is scheduled to begin this summer and Havas will occupy the new space in the first quarter of 2013. TPG's design will integrate Havas' staff in a progressive workplace that reflects their forward-thinking philosophy.

In addition to office areas and meeting rooms, the new space will feature an in-house, world class production facility; an innovation laboratory; theater; and cafe. TPG will also redesign the lobby at 200 Hudson Street and will establish Havas' brand identity at the building's street entry, which is visible to cars driving in and out of Manhattan via the Holland Tunnel.

"As an international leader in digital media, Havas has been very effective integrating its global communications groups. We are working closely with them to ensure that the new office supports and actively encourages efficient and dynamic staff interaction," says TPG founder Jim Phillips. "Havas will benefit from shared flexibility, technology and the magnitude of being in one location, while preserving the integrity of each distinct agency group."

Separately, TPG is working with a fourth Havas agency, Euro Life, on pre-lease planning for its 140,000SF office in Manhattan.

TPG Architecture was founded in 1979 and has grown from a small partnership to a design firm of approximately 180 staff, with offices in New York City, Long Island, and London. While the firm's core competencies are in corporate and retail design, TPG has cultivated practice groups in education, broadcast, architecture, healthcare and branding and graphics. Current and recent clients include: HBO, British Airways, HSBC, Batali and Bastianich Hospitality Group, Weber Shandwick, Chase Bank, DKNY, SL Green, Specific Media and the National Hockey League.

Havas is a global advertising and communications services group. Headquartered in Paris, Havas operates through its two business units, Havas Worldwide and Havas Media, in order to optimize synergies and further reinforce Havas' position as the most integrated of all the major holding companies.

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