



TPG designs new 6,200 s/f conference center for Digitas at 355 Park Avenue

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Global integrated advertising agency Digitas (member of the Publicis Group) tapped its long-time consultant TPG Architecture to design a large, flexible conference center at the firm's N.Y.C. headquarters that will support everything from client presentations to staff team meetings and social gatherings. The 6,200 s/f space, located on the 8th floor at 355 Park Ave. South, also features a café, Innovation Room and dedicated concierge desk.

In addition to the conference center, TPG has designed a phased renovation of all office space over the building's 12 floors, implementing a modified Digitas workplace standard and creating new elevator lobby café concepts for each office floor.

"Our challenge with the conference center was to create an environment that facilitates both smaller, intimate meetings and large group presentations and events," said TPG founder Jim Phillips. "We also wanted to design a space with a 'wow' factor that will inspire Digitas' visiting clients."

TPG designed four meeting rooms of various sizes in an "L-shape" that frame an expansive interior lounge area with casual seating groups. Glass walls and interior partitions can all be folded back, creating a wealth of configuration options. Designers embraced the space's structural elements by wrapping a massive central column in stainless steel mesh, illuminating it with programmable LEDs and incorporating video monitors into other columns.

Texaa ceiling panels, fabric wall panels and carpet in the meeting rooms all provide important acoustic insulation. To support the conference center and provide appropriate amenities, TPG added a multi-purpose café and dedicated semi-circular concierge desk at its entrance. With careful planning, TPG was able to relocate all HVAC for the conference center near the concierge and entry to the space. This solution allows for higher and open ceilings throughout the majority of the conference area.

Beyond the conference facility, TPG designed an employee café and lounge located off of the elevator lobby at each floor. A circular motif is established with a series of round light fixtures suspended above two curved sectional sofas, which in turn flank a round coffee table. A seating group to the right and pantry with counter and bar stools to the left are both topped by circular cove ceilings.

TPG modified Digitas workplace standards, lowering partition heights on the Steelcase Turnstone workstations from 66" to 42" while maintaining the typical 6'x6' footprint. Since 2009, TPG has completed multiple office projects for Publicis including: Publicis Health in Yardley, PA; RazorFish Health in Philadelphia, PA; and Digitas in Stamford, CT.

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.

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