



Property of the Month: Montroy Andersen DeMarco Architects completes 35,000 s/f Dentsu Americas Headquarters in Manhattan

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The architecture and interior design firm of Montroy Andersen DeMarco (MADGI) has completed the 35,000 s/f headquarters of Dentsu Americas, one of the world's largest advertising and media buying networks. The office is located on the 25th and part of the 24th floor of 32 Avenue of the Americas.

With over 20 million s/f of office fit-outs and commercial property work under its belt, MADGI is one of the city's leading architects and interior designers serving both corporate tenants and commercial landlords. The firm offers a rare combination of expertise that includes both cutting-edge interiors for high-tech and blue chip tenants and quality pre-built office design that helps landlords attract tenants and reduce vacancies.

The pre-built design work, although not glamorous, is perhaps one of the most challenging assignments in commercial design. MADGI's ability to control budgets, work within constraints of older properties, and optimize unusual floor plans wins the firm the loyalty of its clients and results in stunning works of architecture.

Dentsu headquarters is one example of a skillful design approach that created a visually strong and elegant office space despite a multitude of functional requirements and unwieldy floor plans. Steven Andersen, MADGI's principal and head of the firm's commercial studio, said, "Dentsu came to MADGI to design their North and South American headquarters following the successful completion of our previous projects in the same building for five of its subsidiaries, IgnitionOne, 360i, Netmining, Innovation Interactive, and Firstborn."

The client, he noted, already occupied the 16th floor in the building. The firm decided to expand to the 25th floor and share public areas with its subsidiary, IgnitionOne. This challenged the architectural team to create a multi-faceted design that married a traditional, elegant corporate environment with a less formal one that appealed to the firm's creative personnel.

MADGI created a transitional space on the 25th floor, which interconnects the more formal headquarters space with a casual and "free-spirited" office of IgnitionOne. This playfully designed social space allows all employees to interact and relax in an informal environment. The social space expands into outside terrace.

"The 3,000 s/f social space houses a drink bar, a coffee bar, multiple large-screen TVs, and a platform that expands outside to the terrace in order to provide continuity of both design and function," said MADGI designer Tanya Naumova. "The 3,500 s/f terrace wraps around three sides of the building and offers expansive views of Manhattan. It features a lounge area and serves as an extension of the social space."