



Platinum Properties enlists ddc to create 4,327 s/f office space on 11th floor of 30 Wall Street

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After relocating their New York office to the 11th floor of 30 Wall Street where they were able to quintuple the size of their former office space, residential brokerage firm Platinum Properties tapped leading contemporary design company, domus design collection (ddc), to provide its interiors with a sophisticated new look. Using the reception area and conference room as its main focal point, ddc worked with Platinum to transform the 4,327 s/f space into an eclectic office environment unlike any other brokerage in the city.

"For many buyers and renters, their first impression of the broker begins with the initial meeting," said Khashy Eyn, president and CEO of Platinum. "We wanted to create a space where both our clients and our agents would feel most comfortable and look forward to doing business together, and are proud to have achieved this with our new office."

Within the entryway, beyond the double glass doors, ddc utilized a custom matte paint from the Donald Kaufman Color Collection to communicate Platinum's company logo and signature color. The entire wall is filled in red and is a striking contrast to the black and white Baroque-style wallpaper that extends from the reception area into the conference room. Also greeting visitors from the main entrance is a stunning Baccarat double-tier black crystal chandelier, which was provided by Manhattan-based D&D Antiques Gallery.

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