

Customer

Structure Interactive

An interactive communications agency providing web expertise to large business-to-business clients.



Location

Grand Rapids, Michigan USA

Employs

50 people

Contact Information

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Charlie McGrath

Creative Director/Partner

Structure Interactive

"We have programmers, writers and designers on staff, and they just aren't the compartmentalized types. Their minds don't work that way and they don't thrive in that kind of environment. They're excited about the change. We've basically put them in a new space and given them the tools and the freedom to work however they work best. Function and personality drive the form."

The Need

Structure Interactive needed a new kind of furniture when they moved from a suburban office building to a century-old downtown Grand Rapids landmark, McKay Tower. The 8,000-square-foot main office space, an early 1900s bank lobby, features two-story-high ceilings and eight enormous white marble posts. Not only did the company's owners want to offer employees a cool, collaborative work space flexible enough to keep up with their growing company – they also wanted to leverage the personality of their business and their renovated space to convey that same cool, high-tech image to clients and visitors.

izzy's Solution

Furnishing the new Structure Interactive offices required more than 400 pieces of furniture and seating – including work tables, seating, file cabinets, privacy screens and lighting. The historic architecture of the space and the sleek, modernist design of izzydesign's Clara furniture elegantly complement one other – even allowing Structure to use the room's gigantic pillars to anchor separate work clusters. The collections-based Clara furniture creates a complete environment including executive offices, meeting areas, project teams and a café with just one product line. Clara furniture also serves multiple purposes, like storage that doubles as occasional seating, and work tables that can join to become a conference table. With Structure's work culture of cross-disciplinary collaboration, the furniture is getting exactly the kind of workout izzy designers intended. Many of the pieces are on wheels and nothing is anchored, allowing employees to change location and meet with others as needed. Finally, moving employees and renovating a building can be costly. izzydesign furniture was a cool and affordable solution.