



**Interaction Associates Receives CoreNet Global New England  
Award of Excellence for Best New Workplace**



*Margulies Perruzzi Architects delivers alternative workplace design for  
change management company*

**BOSTON, Mass. – November 9, 2011** – [Margulies Perruzzi Architects](#), one of Boston's most innovative architectural and interior design firms, today announced that the firm's interior design for Interaction Associates (IA) has won the 2011 CoreNet Global New England's Award of Excellence for Best New Workplace. The award was given in the small building renovation category for IA's new Boston office in the Seaport Center on Fargo Street in Boston.

The annual Best New Workplace Award recognizes a corporate workplace constructed within the last year that demonstrates innovative application of space layout, design and applicability to purpose, as well as functional utilization of technology that significantly improves the performance of the organization.

Interaction Associates, a 42-year innovator of collaborative leadership practices that drive powerful business results, founded and supports a not-for-profit sister organization, the Interaction Institute for Social Change (IISC). Together they relocated to 11,460 square feet in a former warehouse building in Boston's Seaport Center. Margulies Perruzzi Architects provided interior architecture and design services for the alternative workplace designed space, and Gilbane's Special Project Group provided construction management services for this fast-tracked project.

Integrated Interiors provided raised flooring materials for a large portion of the project.

The jurors commented that “the workplace created for Interaction Associates is a best practice example of how great design can actually support and even improve what companies do and how they work.” The jury panel also noted that “Interaction Associates is not a large footprint in terms of space, but the client and the designer took on every challenge as an opportunity to be creative and develop a place for all kinds of work that enhances collaboration, takes every advantage of technology, and exudes the culture of a change management organization.” Finally, they remarked that IA's space “looks like a really fun and interesting place to work!”

Completed in August 2010, Interaction Associates' new space reflects the firm's unique work style and focus on collaboration. The new office includes public space for on-site leadership events, quiet workspace for associates, and a vibrant and creative collaboration space in the middle of the office for informal discussions with clients and in-house working sessions. Raised flooring was constructed to facilitate window views in associate work areas and offices at the perimeter. MPA's design for the collaboration space creates a “sunken living room” effect, complete with sofa and ottoman seating, oversized worktables, and a media:scape table for flexible interactive work. The program also includes a series of conference rooms, some with videoconferencing, four enclosed offices, a catering kitchen, and private telephone rooms for Skyping.

“Working interactively with IA, our design team produced a concept that was uniquely suited to IA's non-traditional workplace requirements and offered a variety of flexible workspace solutions,” said Kimberly Smith, AIA, LEED AP, senior associate at Margulies Perruzzi Architects. “We are honored by this award and proud of the design that enables IA to showcase its collaborative work style to its clients.”

To see the design of Interaction Associates and IISC , please visit:

<http://www.youtube.com/user/MPABoston#p/a/u/0/OALDxtjVaDc>

The Beal Companies / Rockport Capital Partners owns the Seaport Center building, and RDK Engineers provided mechanical, electrical and plumbing engineering for the project. Total Office provided workstation, office and conference room furniture, and Office Environments of New England provided furniture for the collaboration area.

**About Margulies Perruzzi Architects**

Consistently ranked as one of Boston's top architectural and interior design firms, Margulies Perruzzi Architects creates buildings and corporate interiors for clients who value design. The firm services the corporate, professional services, healthcare, research/lab, and real estate communities with a focus on sustainable design. Clients include Manulife/John Hancock, Nuvera Fuel Cells, Fallon Clinic, Sapiient, Hobbs Brook Management and Forrester Research. For more information, please visit <http://www.mp-architects.com>.

**Media Contact:**

Michele Spiewak  
Rhino Public Relations  
617-851-2618  
[MPArchitects@rhinopr.com](mailto:MPArchitects@rhinopr.com)

###