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Margulies & Associates Creates Dynamic Space for W2 Group

BOSTON, Mass. – Margulies & Associates announced that global marketing services company W2 Group has again retained the firm to design interior renovations for its global headquarters at 404 Wyman Street in Waltham, Mass.

When W2 Group originally leased space at 404 Wyman Street in 2004, Margulies & Associates designed the company's 12,000 square feet of offices. Now, W2 Group has taken an additional 14,000 square feet on another floor to accommodate additional employees from its two subsidiaries, Racepoint Group and Digital Influence Group. The new space will include a boardroom, two conference rooms, 11 private offices, 44 workstations and an open café area for employees.

"It was a pleasure working with Margulies & Associates again," said Karen Bouchard, vice president of operations at W2 Group. "The project team really listened to us and understood our needs for a relaxed and interactive work environment. The final design for our space is a true reflection of our collaborative culture."

Margulies & Associates faced the challenge of creating a unique space without too many walls, which might interrupt the open flow of ideas at these creative services companies. To achieve this goal, the project team identified two points of focus within the open layout: team space furnished with high top tables among the workstations, and the transition area between the public space and the team work area. Both of these spaces are accented with luminous panel ceilings to highlight the creativity that links the office together.

The designers added visual interest and created a way finding mechanism through the space with a curved ceiling element that uses lighting fixtures of varied sizes to lead staff and visitors from the front door all the way through the office.

W2 Group also requested outdoor views from the entry and public spaces within the office to interject a light and airy feeling into the space. To enhance these views, the adjacent roof deck will be landscaped and furnished, adding to the dynamic character of the space.

"We believe the curved ceiling path represents a client's path in its relationship with either Racepoint or the Digital Influence Group," said Renee Mierzejewski, AIA, architect at Margulies & Associates. "First, you meet in the conference room to brainstorm ideas and discuss project goals. Then you move to the work space where the creative work is executed on a daily basis before moving out to the target audience."

Majestic Construction from North Attleboro, Mass. served as general contractor. 404 Wyman Street is owned and managed by Hobbs Brook Management, LLC.