

MPA Designs Sapiant HQ

Boston, MA - Sapiant, a global marketing and technology services company, chose Margulies Perruzzi Architects (MPA) to design 36,000sf of space for its new headquarters in Boston's Back Bay

In addition to housing Sapiant's client teams, the office is also home to the legal and financial departments and other administrative groups. The design goal for Sapiant's new headquarters was to create an office space that embraced the company's open office, collaborative culture but also gave each group a unique workspace without isolating them from other departments.

To give each Sapiant group its own defined space within the open office plan, MPA developed the concept of each group existing within a "neighborhood." Each neighborhood is a cluster of workstations and meeting spaces, defined by colors and grouped together for people within the same department.

Another unifying feature is the carpeted path that navigates through the office and leads from neighborhoods to common

spaces.

One of the greatest challenges the design team faced was the shape of the overall space. The space contains a long, narrow corridor leading to several neighborhoods. The challenge was to have the long corridor reflect the office design and also ensure that the departments that worked in this area were not isolated from the rest of the office.

The new headquarters space in Back Bay reflects the company's personality and collaborative culture while also offering an organized environment that is highly sensitive to the company's interactive work environment. The workstation and meeting area furnishings are extremely flexible. Mobile workstations allow for frequent collaborative work and are extremely efficient at 185sf/person. There are also shared workspaces for consultants with one workstation/three people.

The construction manager on the project was Structuretone. The project team included RDK Engineers and Office Environments of New England.



Sapiant's new headquarters creates an office space that reflects the company's personality and collaborative culture.