



## **Margulies & Associates Engaged by Carat to Design New Office Space in the John Hancock Building**

**BOSTON, MA – November 28, 2005** – Margulies & Associates, one of Boston’s most innovative architectural and interior design firms, announced today that the firm has been engaged by Carat to design the company’s new 25,000 square foot office space in the John Hancock Building in Boston, Massachusetts.

Carat, a leading advertising and marketing agency, has committed to a full floor at the John Hancock Building to support its continued growth and expansion. The new floor plan at the John Hancock Building is designed to accommodate 90 employees upon move-in but can support up to 140 people in the future by converting “showroom” space and conference room space and doubling occupancy in larger offices, thus allowing Carat the space and flexibility to grow over time.

“Margulies & Associates came highly recommended to us and we have been impressed with their hands-on involvement and resourcefulness from day one,” said Steve Andrews, spokesperson for the agency. “Their 3-D design program has streamlined the design and decision-making process for us considerably. Our project manager, Jennifer Latto, has gone out of her way to find us the most modern, clean and simple designs. The building is very corporate but we wanted our space to be creative and casual. Margulies has certainly accomplished this for us.”

Margulies & Associates used the Carat logo as design inspiration to marry such an established building with the young dynamic of the company. The finish palette is sophisticated and neutral to complement the corporate culture of the building. Texture and contrast create the visual interest and energy expected to support the image and environment of a marketing company.

“It is always a pleasure to work with such imaginative and dynamic clients as Carat – it really allows us to be enthusiastic, to stretch our design muscles and to think outside the box,” said Marc Margulies,

AIA, principal of Margulies & Associates. “Carat prides itself on serving as a trusted advisor to its clients and this is something we share in common as professional services organizations.”

The elevator lobby sports a suspended perforated ceiling with “Color Kinetics” I-flex nodes in each opening. These LED lights are programmable to change color and/or pattern reminiscent of Carat moving logo. The use of monolithic mirrored glass wall panels in the elevator lobby complements the building’s legendary transparency and highlights the evolving ceiling conditions.

Margulies & Associates reversed the standard office-design model by placing the majority of private offices along the building core leaving cubicles on the exterior glass. The private offices have full glass fronts to ensure all share the natural light and magnificent City views. A few executive offices interrupt the cubicle clusters along the exterior glass while the ceiling and lighting conditions change at the intersection of these external offices helping to form “rooms” and reduce the vision of a long and monotonous corridor.

Structure Tone of Boston will provide construction management services, while Corporate Project Partners of Boston will provide project and relocation management services.

***About Margulies & Associates:***

Now in its 17th year of operation, Margulies & Associates is a Boston design firm providing architecture and interior design services to the corporate, institutional, and real estate communities. The firm’s corporate clients include Liberty Mutual, Partners Healthcare, Forrester Research, RSA Security, Akamai Technologies, and Blue Cross Blue Shield of Massachusetts. For more information, please visit [www.margulies.com](http://www.margulies.com)

***About Carat***

Carat USA is one of the leading media services company in the industry with over \$5 billion in media billings in the United States alone. Carat provides a full range of services including media research, communications planning, media buying; interactive media and creative; business to business; multicultural media; direct response; speaker placement; event management; market mix modeling; and corporate trade and works with many of the best known and leading marketer in the world. For more information please visit the company's Website, [www.carat.com](http://www.carat.com)

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