



CASE STUDY BY POPPIN

# Apartment Therapy

## APARTMENT THERAPY:

Helping people make their homes more beautiful, organized and healthy by connecting them to a wealth of resources, ideas and community online.

## AT A GLANCE:

Space: 25k sq ft  
Employees: 51 - 200  
Location: Flatiron

## DESIGN CHALLENGE

Apartment Therapy was scaling rapidly when they signed a lease on a space twice their current size. The original space was dark and divided, so they knocked down a wall to create an open office. They wanted clean, simple, and sophisticated design; they needed it fast and on a budget. See how Poppin helped them create the office they envisioned on time and under budget.

## THE GOAL

- Create a bright, open office that promotes employee health and happiness
- Design a sophisticated, stylish space that reflects their brand values
- Be able to respond to further growth quickly and affordably

## THE SOLUTION

- A combination of light and bright Series A Desks in White and Light Oak
- Mixing and matching Stow File Cabinets to create color and fun
- Outfitting the office in scalable furniture that can respond to their growth



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*workhappy.*

NY SHOWROOM  
1115 Broadway, 3rd Fl  
New York, NY 10010

SF SHOWROOM  
560 Third Street  
San Francisco, CA 94107

(888) 676 - 7746  
sales@poppin.com  
@poppin #workhappy

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“Our employees  
are proud to come  
to work everyday.”

-Maxwell Ryan  
CEO + FOUNDER



#### LIGHT + BRIGHT

Our Series A Desk System features clean, sophisticated lines that complement the modern office; its simplicity and affordability prompted the CEO to choose our system from among competitors.

#### MIX + MATCH

Apartment Therapy customized their space by mixing and matching the colors of Series A Desks and Stow File Cabinets, creating a space that feels fresh, personal, and fun.

#### ABOVE + BEYOND

In addition to their office overhaul, Apartment Therapy customized Poppin's Soft Cover Notebooks for client and employee use, extending their brand beyond the workspace.

#### SHOP THE SOLUTION

See how the Poppin Furniture  
Collection can work for you.



Series A Double Desk



Stow File Cabinet



Series A Standing Desk

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[poppin.com/casestudy](http://poppin.com/casestudy)

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Colorful Stow File Cabinets bring a pop of color to the open space.



Our tool-free assembly desk benching allows the office to grow with the team.

#### FLOORPLAN

We work directly with brands and/or their designers to create an assortment based on the project's unique needs.

#### POPPIN TIP

Sophisticated, modern design doesn't have to come at a high price point! Our patented tool-free assembly process minimizes the number of pieces that make up each furniture item, allowing us to price our products at up to 40% below the competition.

