



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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“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



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.

