



CASE STUDY BY POPPIN

# DOAR

## DOAR:

DOAR is a consulting firm focused on developing strategies, designing demonstratives and providing expert services in high stakes litigation. Their consulting teams have supported some of the most notable cases with the top trial lawyers in the country.

## AT A GLANCE:

Budget: \$35k  
Space: 25k sq ft  
Employees: 30  
Timeline: 8 weeks

## DESIGN CHALLENGE

When DOAR moved their HQ from Long Island to a permanent location in Herald Square, they had only 8 weeks to build out a new facility, design the space, and move everyone. They wanted to take advantage of their move to make a cultural shift from a traditional, formal office to an open and casual workspace.

## THE GOAL

- Create a space that facilitated a cultural shift
- Incorporate bright colors and an open, airy feeling
- Design and move within a tight timeline

## THE SOLUTION

- Block Party Lounge spaces to encourage a culture of casual communication
- The clean design of Series A Desks and File Cabinets brought lightness to the space
- All ordered and delivered to meet the deadline



**poppin.**

*work happy.*

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

©Poppin 2017

“Poppin has truly been a lifesaver in this entire experience.”

-Gene Klimov  
CHIEF TECHNOLOGY OFFICER



#### CULTURE SHIFT

DOAR wanted to provide a modern work environment that encourages collaboration and creativity. Many of their employees were used to working in private offices or cubicles, so they chose to provide quiet spaces as well as social spaces for casual meetings.

#### WHITE + BRIGHT

The employees spend most of their days working on complex legal matters, so they needed a space that felt fresh and airy. White desks and light blue lounge pieces help create a workspace that feels calm and promotes focus.

#### WARM RECEPTION

A requisite of the redesign was a reception space that felt welcoming and professional while reflecting DOAR's culture shift. By making reception comfortable and casual, they set the tone for their client's experience with their brand.

#### SHOP THE SOLUTION

See how the Poppin Furniture Collection can work for you.



Block Party Lounge



Series A Desks



Stow File Cabinets

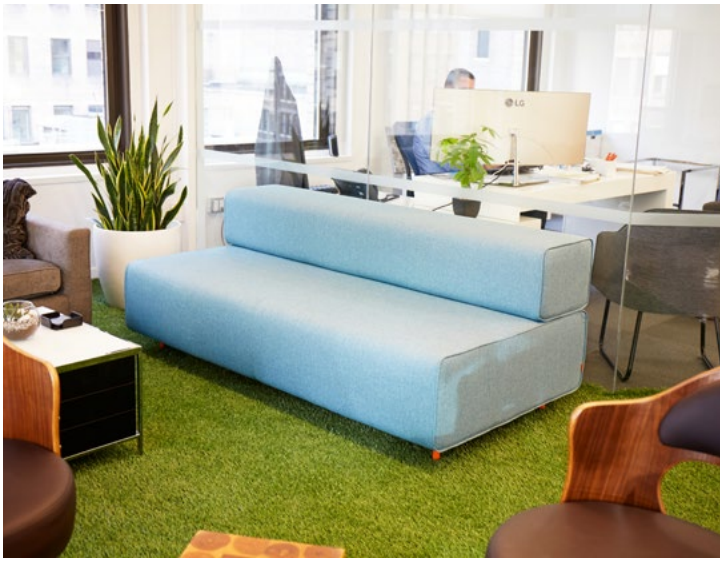
**poppin.**

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

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](mailto:sales@poppin.com)  
[#poppin](https://www.instagram.com/poppin) [#workhappy](https://www.instagram.com/workhappy)



*Our Block Party Sofa in Blue works with the space's natural tones to create a breakout space that encourages calm and creativity.*



*A pod of Series A Desks provides a benching solution that fits in with the modern, culture-forward look of DOAR's new space.*

#### **FLOORPLAN**

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

#### **POPPIN TIP**

While many brands choose to use our Stow File Cabinets to add a pop of color, White is our top-seller. A row of White File Cabinets creates a clean, sophisticated look and works with absolutely any office decor.

