



CASE STUDY BY POPPIN

Intent Media

INTENT MEDIA:

Intent Media operates the world's most powerful platform for advertising on commerce sites.

AT A GLANCE:

Space: 25k sq ft
Employees: 51 - 200
Location: SoHo
Timeline: 8 weeks
Products: Block Party Lounge, Tucker Tables

DESIGN CHALLENGE

Interior design firm JIDK was tasked with designing a modern, sophisticated workspace for Intent Media's new office. They needed a flexible lounge solution that encouraged working and thinking. Working on a tight budget and a short timeline, they weren't willing to sacrifice quality or aesthetic; they turned to Poppin's Furniture Collection to outfit the space on-time and under budget.

THE GOAL

- Create a modern, flexible sofa system for their team
- Encourage working, thinking, and creative collaboration
- Fill a long, narrow corridor on a tight budget and timeline

THE SOLUTION

- 6 custom Block Party Lounge configurations to fit the space
- 36 Tucker Side Tables provide a place for every laptop
- All delivered in under a week to meet the deadline



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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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“We all have gotten too used to insane lead times and opaque pricing structures. Poppin makes it simple.”

-Brigid Björklund
INTERIOR DESIGNER, JIDK



THE RIGHT FIT

Intent Media's office had a large corridor that needed to be filled with matching lounge furniture. They explicitly wanted a lounge that was "perky and upright," not squishy; the Block Party Lounge encourages thinking and collaboration, not napping.

TALENT RETENTION

One of Intent Media's goals was to create a space that made their team happy. A lounge was high on the list of priorities in their office design, and it was crucial that their team had enough space to spread out and be creative.

COLOR STORY

By mixing and matching blue and gray pieces, JIDK created a custom Block Party installation for Intent Media. A combination of shades make the large lounge space feel calm and relaxing without feeling like an overwhelming expanse of color.

SHOP THE SOLUTION

See how the Poppin Furniture Collection can work for you.



Block Party Lounge
Corner Office



Tucker Table



Block Party Lounge Chair



A selection of our Block Party Lounge pieces creates custom seating for Intent Media's lounge space.



Our Tucker Table is perfect for lunching or lapping at a Block Party Lounge.

FLOORPLAN

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

POPPIN TIP

Our Block Party Lounge is designed to mix, match, arrange, and re-arrange. It's ideal for growing companies who need a flexible lounge system that will continue to function in a changing workspace.

