



CASE STUDY BY POPPIN

DramaFever

DRAMAFEVER:

DramaFever is the leading online destination for international television shows and movies.

AT A GLANCE:

Employees: 51 - 200

Location: Flatiron

Industry: Entertainment

Products: Series A Desks,
Series A Standing Desks,
Stow File Cabinets, Block
Party Lounge

DESIGN CHALLENGE

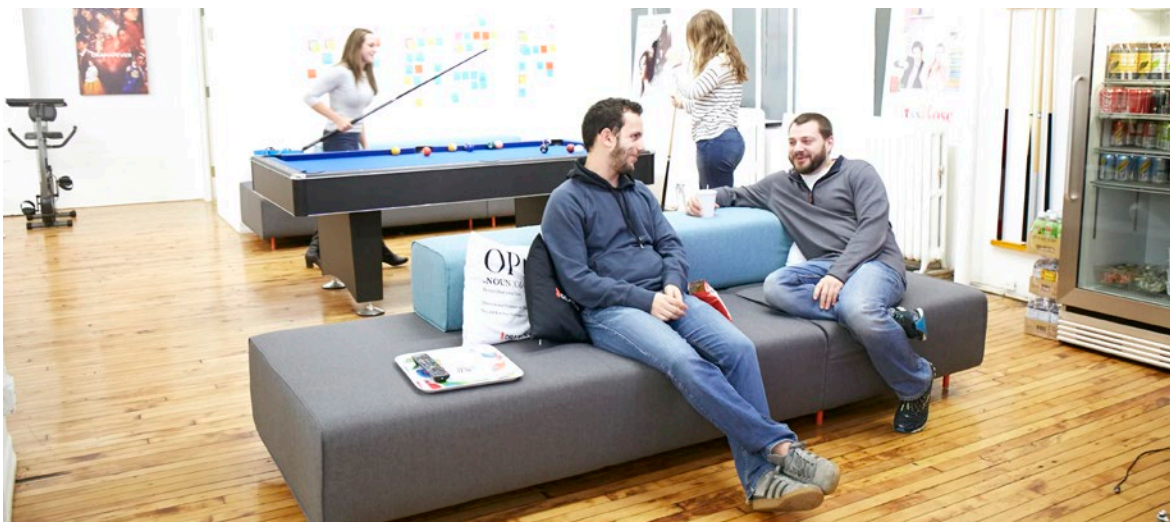
DramaFever experienced explosive growth, hiring 46% of its workforce in a single year. Soon they were bursting at the seams in their office and in need of additional space. When another floor became available in their building, they needed a quick furniture solution that was cost effective, modern, and could easily grow with them when they moved to a larger, more permanent office space.

THE GOAL

- Create a flexible, fun environment for their high-growth team
- Reflect employee's needs with collaborative and standing options
- Build out a new space quickly and affordably

THE SOLUTION

- Stow File Cabinets bring a pop of brand color to every desk
- Standing Desks and Block Party Lounge pieces create a flexible space
- Shipped within days to meet the moving deadline




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FLAGSHIP SHOWROOM
1115 Broadway, 3rd Floor
New York, NY 10010

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locations visit:
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(888) 676 - 7746
sales@poppin.com
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“The furniture reflects our culture - hard working, fun and casual.”

-Lauren Bradley
OFFICE MANAGER



STAND UP

Standing desks were a major ask for the new office, since they promote employee health and wellbeing. We helped DramaFever create a row of standing “hot desks,” where their team members can take a break from their task chairs.

FLEX TIME

Because of their amazing growth, DramaFever needed a solution that adapted to their changing needs. Our Series A Desk System is designed specifically for high-growth companies, letting you add-on to your system in seconds.

BRAND IT

DramaFever’s bright red brand color shines throughout their new office to create a big brand statement. Stow File Cabinets and desk accessories offer pops of color while still feeling sophisticated and clean.

SHOP THE SOLUTION

See how the Poppin Furniture Collection can work for you.



Series A Double Desk



Series A Standing Desk



Stow File Cabinets



Stow File Cabinets in DramaFever's company color offer personal storage and add a pop of brightness to the space.



Our Block Party Lounge offers a comfortable breakout space for collaboration and creative work.

FLOORPLAN

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

POPPIN TIP

Creating a standing workspace is a snap with our Series A System. Our Series A Leg Extenders simply screw on (no tools required!) to our Series A Desks, letting you take your team's existing desks to new heights.

