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interiors+sources

THE
FORECAST

product+ **DressingRoom**

From the Big Apple...

As Poppin embraces its start-up roots in New York City,

Nestled in the gray and white of New York City's Flatiron District is an oasis of color. Above the city street, you can find Poppin's headquarters and showroom. The brand has grown rapidly from its inception, selling 627 "work happy" SKUs—vibrant staplers, pen caddies, notebooks, anything needed to get a day's work done. Recently, the company has extended into creating simple go-to furniture with the same eye to simple, cost-efficient designs, which can be constructed and relocated without a team. In today's time-is-money office environments, relying on a facilities manager or pulling additional help from their computers just doesn't make sense sometimes.

As a favorite amongst start-up entities, Poppin made the no-brainer move to open

a second showroom in San Francisco. Its products are often chosen by companies that are looking for inexpensive, laid-back goods that can do double—or sometimes quadruple—duty within the office, growing and transforming to meet varied needs.

Recognizing that environments are as individual as the members of a team, the group at Poppin didn't just transplant a clone of its New York showroom to The City by the Bay. Instead, explained Jeff Miller, vice president of product design, the design of San Francisco's showroom was more purposeful with "a good stable of products," while NYC's space grew up alongside the company. In the spirit of cordial East Coast vs. West Coast rivalries, it takes a look at the sister showrooms, and what makes them each unique.

Because the New York showroom sits across the hall from the floor-to-ceiling windows of Poppin's bustling headquarters, there can be a bit of confusion regarding whether the space is meant to be a place for designers or an extension of the company's offices. Truth be told, it's a stand-in for both, giving employees an area to get away or come together over a game of table tennis (on Poppin's Series A Conference Table that transforms into a ping-pong court), and for visitors to peruse the wares.

The use of space hits upon two growing trends in the industry: adaptation of interiors as needed on a minute-by-minute basis, and providing physical interactions for a consumer population that is increasingly specifying and ordering online. Studies show that the "online vs. brick-and-mortar" question that has grown over the last two decades isn't that cut-and-dry. Instead, consumers tend to prefer to do their product research and purchasing online, but will make the trek to stores to test out goods in person.



to the Orange Bridge

it sows a new extension of its brand in San Francisco.



While the Manhattan space fits into the somewhat chaotic grind of the workscape where any place can become an office, the San Francisco showroom was built with much more intention and an eye on start-up culture. Located in the South of Market (SoMa) neighborhood, just a quick walk from both AT&T Park and the design district, the West Coast location has quickly settled into the landscape.

"[San Francisco] is much more like a storefront [than New York], so we had to play with the idea of, 'Are we going to make it a true storefront that anyone can walk into, or is it by appointment only?'" Miller explained. "Our business model is much more set up to be by appointment—there's no retail purchase that can happen if someone walks in off the street, but we do like the aspect that it feels more like a storefront. It's more lofty, bright, and welcoming."

LT Taylor, senior PR and events manager, added that right away the showroom had foot traffic with curious office managers and designers who wandered in to check out the bright supplies and furnishings.

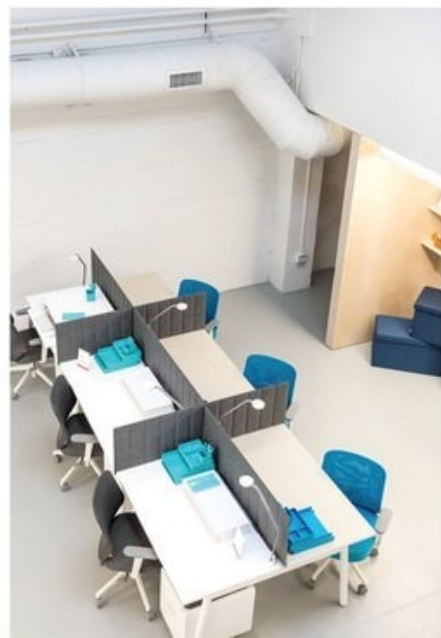


Poppin's New York showroom

capitalizes by providing vignettes that mimic its headquarters.

Designers and business leaders have the opportunity to use the products they have most likely already researched as they would in an office setting. "Seeing is believing for us," Taylor said. While Poppin garners attention with an interactive and clean website, and the rainbow of colors in which its offerings are available, the selling points rest squarely on how they work and whether they can fit into the ever-growing demands a company can run up against.

And, if designers get into a groove and find themselves using the showroom to get additional work done, it's prepared to accommodate New York's ambitious work ethics.



Unlike the New York location where the only additional display units are a handful of bookcases on which sit rows of its desktop products, the Poppin team wanted to create a display that could be easily transformed on an as-needed basis. A peg-board (not pictured) fit the bill perfectly, allowing visitors to hang product as necessary in a variety of configurations that can be switched out by a single person in a moment's notice. Otherwise, the showroom combines purposeful vignettes where users can test out the products, in addition to window displays. ■

product+**InPlacement**

Intent Media

By JIDK



TUCKER SIDE TABLE

BY POPPIN

The Tucker Side Table features a durable laminate top that's ideal for keeping a notebook or drink close at hand.

poppin.com



BUTTERCUP CHAIR

BY BLUE DOT

The striking bent plywood of the Buttercup chair adds a touch of elegance to impromptu meeting rooms like this one.

bluedot.com

CYCLE PENDANT LIGHTING

BY EUREKA

The perfectly diffused direct/indirect illumination of Cycle creates a luminous halo that fills large spaces with presence and simplicity.

eurekaillight.com



As a five-time winner of Crain's New York Business "Best Places to Work in NYC" survey, Intent Media sought a dynamic approach to the recent renovation of its offices located near New York's Hudson Square. Local design studio JIDK was enlisted to transform a traditional, segmented space formerly occupied by architectural firm Spacesmith into an open, non-hierarchical environment with unique and whimsical touches that elegantly reflect the company's corporate culture and standards.

"For us, this was the project where we got to do all the things that we would like to see in a modern office," explained Thomas Jensen, founder of JIDK. "Thinking of the office as this place where you work, but your work is not tied to your desk; it is tied to the people around you, and you move throughout the day with them. [The client was] very receptive to that kind of thinking. It's how they work already, and I think that's what made this such a good project."

Visitors enter the 25,000-square-foot space via a reception and waiting area beneath a skylight. Around the corner, a short hallway of meeting rooms leads to an open workspace with phone booths and conference rooms. An expansive canteen section with a stage, projector, and tiered seating can be found nearby.

A large birch staircase leads to the main workspace of the second floor, complete with fully height-adjustable workstations, a standup meeting room, phone rooms, a lounge, lockers, and diner booths with reclaimed wood tops.

In terms of JIDK's approach to product and furniture specifications, Jensen said, "a lot of the priorities were about giving people the best possible individual work stations—great light, access to windows, height-adjustable desks, quality chairs. We started with workstations, and because they were height-adjustable, we spent a good chunk of our budget there. So we had to be a little clever on the remaining furniture."

To further Intent Media's mission, the former tenant's exclusive corner office with a private bathroom was transformed into a lounge and game room now filled with large sofas and bean bag chairs. Additionally, several spray art murals completed by employees decorate the space, emphasizing the company's collaborative culture. Other artwork, such as the large, inflatable Koons-esque balloon dog, is referential to the company's dog-friendly policy.

"The big inflatable dog was a Jeff Koons joke," Jensen quipped. "We really wanted a Jeff Koons sculpture but that would have cost more than the entire project budget."

The color palette of the space also reflects this playful attitude while increasing wayfinding efficiency. Primary work zones are grounded by shades of calming blue while the various breakout spaces sport orange and red carpet, believed to boost creativity and collaboration. Meanwhile, tertiary zones such as the yoga/gaming studio have purple carpet, conducive for active work.

JIDK's design and attention to detail transformed the Intent Media office into a perfect reflection of contemporary office ideals, promoting a dynamic, efficient, and enjoyable workday for all. ■

COUCHOID SOFA

BY BLUE DOT

The Couchoid sofa features simple yet attractive shapes with high resiliency foam for support atop a stainless steel base.

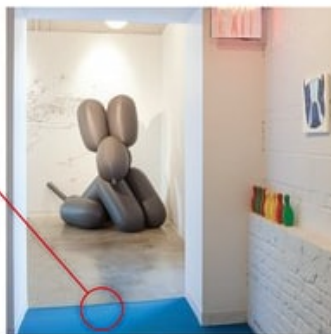
bluedot.com

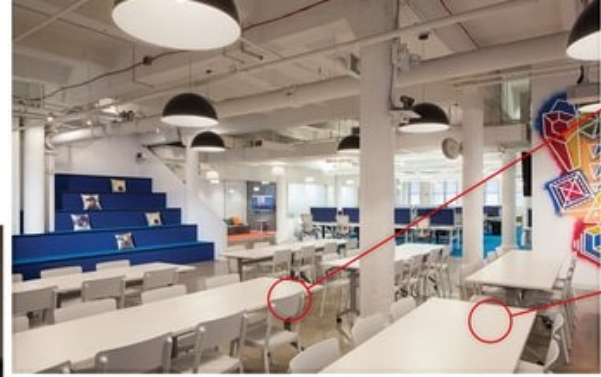
COHORT CARPET

BY BENTLEY MILLS

Bentley's Cohort carpet is designed as a near-solid offering that can either coordinate with other products or stand alone as it does here, introducing pops of color at Intent Media.

bentleymills.com





LISBOA CHAIRS

BY RESOL GRUPO

The stackable indoor/outdoor Lisboa chair integrates into spaces easily while adding a touch of sophistication. resol.es

OCALA TABLES

BY SYMMETRY OFFICE

Ocala is a nesting flip-top table that offers plenty of convenience in large meeting spaces without sacrificing a clean aesthetic. symmetryoffice.com



QUORUM TABLE

BY GROUPE LACASSE

Adaptable to new technologies, the Quorum Conference Table can be configured in different shapes and sizes for complete versatility. grounelacasse.com



CLARITY CHAIR

BY ALLSTEEL

The Clarity Chair's streamlined aesthetic goes everywhere from casual brainstorm spaces to formal conference rooms and elegant private offices. allsteeloffice.com



BOOTH TABLE

BY NYCITYSLAB

Most of the responsibly harvested, old-growth trees in these wood slabs are sourced within 20 miles of NYC, tying in the locale to Intent Media's new home in the Big Apple. nycityslab.com

PANGEN SUSPENSION LAMP

BY FONTANA ARTE

The Pangen suspension lamp features a fluid, minimal dome shape with a lacquer finish and modern colors that add style and proper lighting to this lounge. fontanaarte.com/en-us/

BLOCK PARTY SOFA

BY POPPIN

The Block Party Sofa is the solution for impromptu meetings or out-of-the-box thinking, a perfect match for Intent Media's creative team. poppin.com

