

Hill Holliday/Altschiller, 345 Hudson Street, New York, NY

This rapidly growing Boston-based advertising agency engaged BGA to assist them with their search for new space and the design of their 22,500 S.F. New York City offices. As spatial experts with a keen knowledge of client needs BGA played a key role in this relocation and design project. Based on BGA's site recommendations, Hill Holliday selected an existing buildout in a former printing loft building with high ceilings. Key design features include:



- Development of a schematic plan retaining many of the existing partitions and reworking the existing building systems to accommodate the new layout, enabling fast-track completion of the project
- Creating a new focal point for the space in the Reception Area and Client Presentation Rooms
- Re-distribution of an existing after-hours air conditioning system and extensive cabling for telephones and computer networks

