

Real Estate Journal

THE LARGEST WEEKLY COMMERCIAL/INVESTMENT NEWSPAPER COVERING THE STATE

Environments at Work collaborates on new identity renovations for Avid Technical Resources, Inc. office

Environments at Work, New England's premier office furniture dealer, has completed the customized interior renovation of the offices for Avid Technical Resources, Inc. (AVID).

AVID specializes in staffing and recruiting for information technology jobs in the Boston area, including applications, voice, internet and data. In 2008, the Boston Business Journal ranked AVID as the 10th largest Temporary Placement Firm in Mass., having moved up from 16th place in 2007. AVID is also the 7th fastest growing privately held company in Mass. This fast-paced growth necessitated a complete renovation of the public spaces and conference areas for the company. The project also included fit-out of the offices of the founding partners.

As a Nienkamper dealer, Environments at Work was chosen to provide a furniture solution that expressed the high tech nature of AVID's primary audience. Environments at Work recommended furnishings that were closely tied to AVID's overall firm identity and brand in the marketplace. The client wanted to incorporate a European design flair in their office, as well as elements of their strong brand materials and existing logo.

AVID selected crisp, clean colors for their furniture against brightly colored accent walls within their space that matched their logo. White laminates played a primary role in their furniture selection. They also selected mesh-backed seating to blend with the contemporary character of the space.

"It was important for us to find a design collaborator that could help us realize our vision for the space," said John-Paul Treacy, founding partner of AVID. "We had a very specific set of functional and aesthetic criteria for the success of this project and Environments at Work was an integral part of our team to make this happen."

Environments at Work recommended Nienkamper for their large conference table and reception station, Haworth X-Series for the private offices, as well as Haworth Compose for the small conference rooms. Seating choices include Haworth X-99's for private office seating and conference room seating and Harter for their task chairs. All of the surfaces were a white laminate with metallic silver accents in the metal.



Renovations for Avid Technical Resources, Inc. office

"With the right products and colors, clients can truly customize their interior environments to reflect their vision, mission and purpose," said Tina Kuczynski, account manager at Environments at Work.