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Margulies Perruzzi Architects receives International Interior Design Association awards for design of Zipcar Inc. headquarters

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According to Margulies Perruzzi Architects (MPA), one of Boston's most innovative architectural and interior design firms, its design for the new global headquarters of Zipcar Inc. was honored by the International Interior Design Association (IIDA) New England Chapter. The project received an Interior Design Award in the Best Office Category (30,000-80,000 s/f) and the People's Choice Award. The IIDA New England 7th Annual Interior Awards program celebrates outstanding interior design and honors excellence in teamwork.

Zipcar, the world's leading car sharing network, moved its hub from Cambridge, to 46,000 s/f at 35 Thomson Place in the city's Innovation District. The new office employs a high performance workspace strategy that offers an open and productive floor plan for collaborative work, while embracing sustainability for a healthy working environment. The jury commented that it "really enjoyed this project. It's bright and restrained, and clearly these designers know how to edit. They have punches of color in exactly the right amount. It's branded but subtle."

Having outgrown its previous space, Zipcar sought an efficient and organized office environment that would foster a greater sense of community within its new headquarters. Prior to the start of the design work, MPA conducted several test fits to compare efficiencies of potential locations. Zipcar decided to occupy all six floors of 35 Thomson Place, allowing the company to create an entire "Zipcar Building," including space for Zipcar vehicles in reserved on-street parking spots in front of the entrance.

The Zipcar project team included Wise Construction and WB Engineers + Consultants. Cresa Partners provided transaction management and project management services. The brokerage team was made up of principals Chris Crooks, Adam Subber, and Dan Sullivan. Principal Michael Labonte and senior advisor Barbara Rodi Dadasis provided the project management services. New furniture was provided by Office Resources, Inc. Audiovisual equipment was provided by Red Thread, and lighting was provided by Boston Light Source.

To further the Zipcar brand, large and small graphic displays are scattered throughout the space. Several walls are customizable with dry-erase marker or chalkboards. Through their social media channels, Zipcar requested photos of their customers with Zipcars, or places where their Zipcars took them, and framed them on the wall in the main reception area.

The International Interior Design Association (IIDA) is the preeminent commercial interior design professional networking and educational association with more than 13,000 members practicing worldwide in more than 50 countries. IIDA promotes the value of interior design to business decision makers and to the general public through its members who create the exceptional environments that encompass every aspect of the human experience. IIDA is committed to enhancing the quality of life

through excellence in interior design and advancing interior design through knowledge, value and community.

Consistently ranked as one of the city's top architectural and interior design firms, Margulies Perruzzi Architects creates buildings and interiors for clients who value design. The firm services the corporate, professional services, healthcare, research/lab, and real estate communities with a focus on sustainable design. Clients include Manulife/John Hancock, Nuvera Fuel Cells, Reliant Medical Group, Sapien, Hobbs Brook Management and Forrester Research.

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