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## **Cresa and Margulies Perruzzi Architects complete new 250,000 s/f headquarters for PTC Inc.**

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Boston, MA Cresa and Margulies Perruzzi Architects (MPA) completed a new 250,000 s/f global headquarters for PTC Inc. PTC relocated its headquarters from Needham, Mass., to 121 Seaport Blvd., a newly constructed 17-story, 400,000 s/f office building in the Seaport District. The building recently received the USGBC's Leadership in Energy and Environmental Design (LEED) Platinum certification, its highest level of sustainability achievement.

To facilitate the move to a new headquarters, PTC engaged Cresa as a global partner across multiple service lines, including site selection, lease administration, transaction management, workplace strategy, and project management. Cresa accomplished a six-month process in 30 days with fast-tracked negotiations that secured PTC's 18.5-year lease. As the first signed tenant, PTC leased 63% of the building, where the company will house 1,000 of its 6,000 worldwide employees. PTC will occupy the building's top nine floors with direct access to the roof deck from the top floor and access to a common area with an outdoor terrace on the third floor. Cresa also advised PTC on workplace strategy and facilitated PTC's shift toward an activity-based, open office plan and free address concept for its workspace.

MPA's design for PTC's headquarters was influenced by the unique, elliptical-shaped glass tower of 121 Seaport. To maximize views, the open office design places conference rooms and meeting spaces around the building core on each floor, and arranges bench seating with ergonomic sit-to-stand desks in a radial fashion that aligns with the oval shape. More than 200 technology-enabled collaboration and huddle rooms support PTC's activity-based workplace, which has no private offices and no assigned seats, encouraging employees to work where they want.

Open-seating collaboration areas and touchdown spaces anchor the north and south ends with a variety of seating styles. On every floor, a themed work café/coffee space, each dubbed "The Hive," offers employees a diverse experience for casual meetings, socialization, and quiet time. Gigantic curved LED light fixtures span the arc on each floor, with colored lights on the 17th floor providing a dramatic view from the street at night.

"Our move to Boston's Seaport District signals a continued focus on innovation through forward-thinking technological advancements, as well as an evolution of our workplace strategy to anticipate the technology and workforce of the future," said Eric Snow, senior vice president, corporate communications, PTC. "This workspace is intended to be transformational in every way:

the urban location, workplace design, and abundant use of technology will provide our employees with the best possible work environment to thrive and innovate, all while offering our customers a state-of-the-art venue for experiencing our technology. We are thrilled to make this exceptional space our new home.”

PTC’s new technology-rich headquarters is a key part of the company’s business transformation, enhancing PTC’s profile and serving as a premier destination for employees, customers, and partners to experience PTC’s technology. At the heart of PTC’s new transformational headquarters is the Corporate Experience Center (CXC), an interactive showcase for PTC’s innovative technology, including its ThingWorx industrial Internet of Things and Vuforia Augmented Reality (AR) platforms.

With its convergence of digital and physical features and a layout that encourages employees and customers to co-mingle, the 17th floor is at the forefront of PTC’s new headquarters design. The world-class CXC provides visitors with a customized, hands-on tour to experience a world powered by PTC’s Industrial Internet of Things, Augmented Reality, Product Lifecycle Management, and 3D CAD technologies. This is made possible through a combination of state-of-the-art meeting space and more than 20 experiential exhibits showcasing customer and partner innovations. These exhibits dynamically demonstrate PTC’s technology by using Augmented Reality, Virtual Reality and even a ride-on experience to bring the solutions to life. In addition, an adjacent R&D lab and maker space allow customers to engage with PTC engineers as they develop the next generation of innovative technology. A large café called “The Common” faces the CXC on the other side, providing plenty of seating for both employees and visitors. A large, open stair with a glass head-house connects The Common to the landscaped roof deck with outdoor seating.

In addition to the LEED Platinum-certified 121 Seaport building, PTC’s headquarters is expected to achieve LEED Gold certification. The company is also implementing the FitWel program for employee health and wellness.

The project team for PTC’s new headquarters includes:

Margulies Perruzzi Architects: architectural and interior design

Gilbane Building Company: construction manager

Cresa: owner’s project manager, site selection, lease negotiation, transaction management, and workplace strategy

BALA Consulting Engineers: mechanical, electrical, plumbing, fire protection, IT, and security design; core and shell engineer for 121 Seaport

McNamara · Salvia: structural design

CRJA-IBI Group: landscape design of PTC’s rooftop terrace

Amaze Design: design consultant for Corporate Experience Center

Communications Design Associates (CDA): Audiovisual system design

Sladen Feinstein Integrated Lighting: Lighting design

