



nerej

Lee Kennedy Co. begins interior build-out for NOBULL headquarters

August 26, 2022 - Front Section



Dorchester, MA Lee Kennedy Co. has started construction on an 86,000 s/f fit-out of sportswear brand NOBULL's new headquarters at The BEAT on Morrissey Blvd. NOBULL will be one of the first major tenants in the redeveloped industrial-style building that once housed The Boston Globe until 2017. They will be amongst life science, medical, and high-tech companies expected to occupy the building. NOBULL, title sponsor of the CrossFit Games, the PGA Tour, and backed by some of professional sports biggest names including New England Patriots quarterback Mac Jones, has tripled in size over the last two years, making it evident that a new office space was necessary.

When asked about the new headquarters, co-founder Marc Wilson said, "It's about creating an environment where people want to spend time".

Designed by Studio Luz Architects with the innovation and athleticism that NOBULL represents, the space will include workout and studio areas, locker rooms, a sauna, plunge pools, and even a

rock-climbing wall. Wanting to keep their space collaborative but also encourage employees to stay active, they designed a track that weaves through the office and ideated a world where meetings will be taken on foot. Spaces for digital content production were also prioritized including a photography studio and recording office for NOBULL's co-founders Michael Schaeffer and Marcus Wilson's podcast Behind the Horns. An "experiential" retail and outdoor space are in the plans for spring 2023 once the initial build-out is complete.

"We are excited to begin the work on NOBULL's headquarters at the BEAT. Their innovation and creativity into their new office is a perfect fit for the diversification of LKCO's Interiors/Special Projects sector", said Scott Giles, Vice President – Interiors/Special Projects. "We are looking forward to providing an inventive space for NOBULL to continue to expand and grow their business."

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540