PROJECT
Pivot Marketing

CATEGORY
Interior Architecture - project cost less than $1 million

PROJECT TYPE
Corporate office/renovation

ADDRESS
646 Virginia Avenue, Indianapolis, IN 46203

COMPLETION
2016
Pivot Marketing is a creative agency that works with developers, city planners, marketers, and entrepreneurs. They are adamant about meaningful progress and work with brands they can rally behind. But over time, Pivot outgrew its office and was in need of a new space that was crisp, clean, and collaborative.

In 2016, the designer transformed a former photography studio — and before that, a car showroom — into an open-concept office that encourages interaction and the sharing of resources. The 4,200-square-foot space celebrates natural light and accommodates Pivot’s four distinct, yet interdependent, teams. The $225,000 design also includes a trio of breakout spaces and a glass-walled conference room that further embodies transparency and teamwork. Even the lack of executive offices reflects the roll-up-your-sleeves spirit upon which Pivot was founded.

To complement the breakout spaces, the designer included two focus booths for phone calls and distraction-free work. The economical design also includes a kitchenette and a large cafe table that hosts both formal and informal meetings.

One unforgettable feature? A 40-foot mural designed and painted by one of Pivot’s own creatives. The hand-painted “Here’s to Progress” mural serves as a daily reminder of what Pivot stands for and how they work. It is a highlight in a bright, airy space that provides a refreshing and inspiring backdrop for Pivoteers and visitors alike.
The entryway was revamped to provide a warmer, welcoming look. New signage gives Pivot a sense of presence along the renowned Indianapolis Cultural Trail.
Workstations | Pivot’s new space was to be crisp and clean, not architecturally busy. In this linear layout, a bulkhead defines the conference room, kitchenette, and utility space.
A 40-foot, hand-painted mural that reads “Here’s to Progress” speaks to Pivot’s forward-thinking philosophy.
Walls of windows on the northwest and southeast sides of the building flood the office with uninterrupted natural light.
Upon entering Pivot, the eye follows clean, straight lines all the way to the social hub. But tucked behind an interior pin-up wall is a resource area. Old school lockers also provide personal storage space.
BREAKOUT SPACE | The 4,200-square-foot space includes three breakout areas, which — in addition to hosting formal and informal meetings — give Pivoteers the “power of choice.”
CONFERENCE ROOM | A glass-walled conference room equipped with white boards and an Apple TV fosters the spirit of collaboration. The extension of the conference room into the social hub area also provides a sense of cohesion.
INFORMAL COLLABORATION AREA | A sliding door — painted the same color at Pivot’s logo — serves as a transition point between the workstations and the social hub. A bookshelf provides a place to showcase awards and product samples.
While most of the space features exposed ceilings, acoustical ceiling tile clouds were added to help organize the workstation area and aid in sound. Continuous pendant lighting also complements Pivot’s linear layout.
INTERIOR ELEVATIONS | White pendant lights were used throughout the space to provide a sense of continuity. Architectural features, such as beams, were painted in a teal color that compliments Pivot’s branding suite.