



# MullenLowe - Winston-Salem

**TPG**Architecture

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# MULLENLOWE

TOBACCO PROCESSING PLANT BECOMES  
DISTINCTIVE OFFICE ENVIRONMENT

## SIZE

37,500 SQUARE FEET

## COMPLETION DATE

JANUARY 2016

## LOCATION

525 VINE STREET  
WINSTON-SALEM, NC 27101

## IMAGE FORMAT

PHOTOGRAPHY

## Project Summary

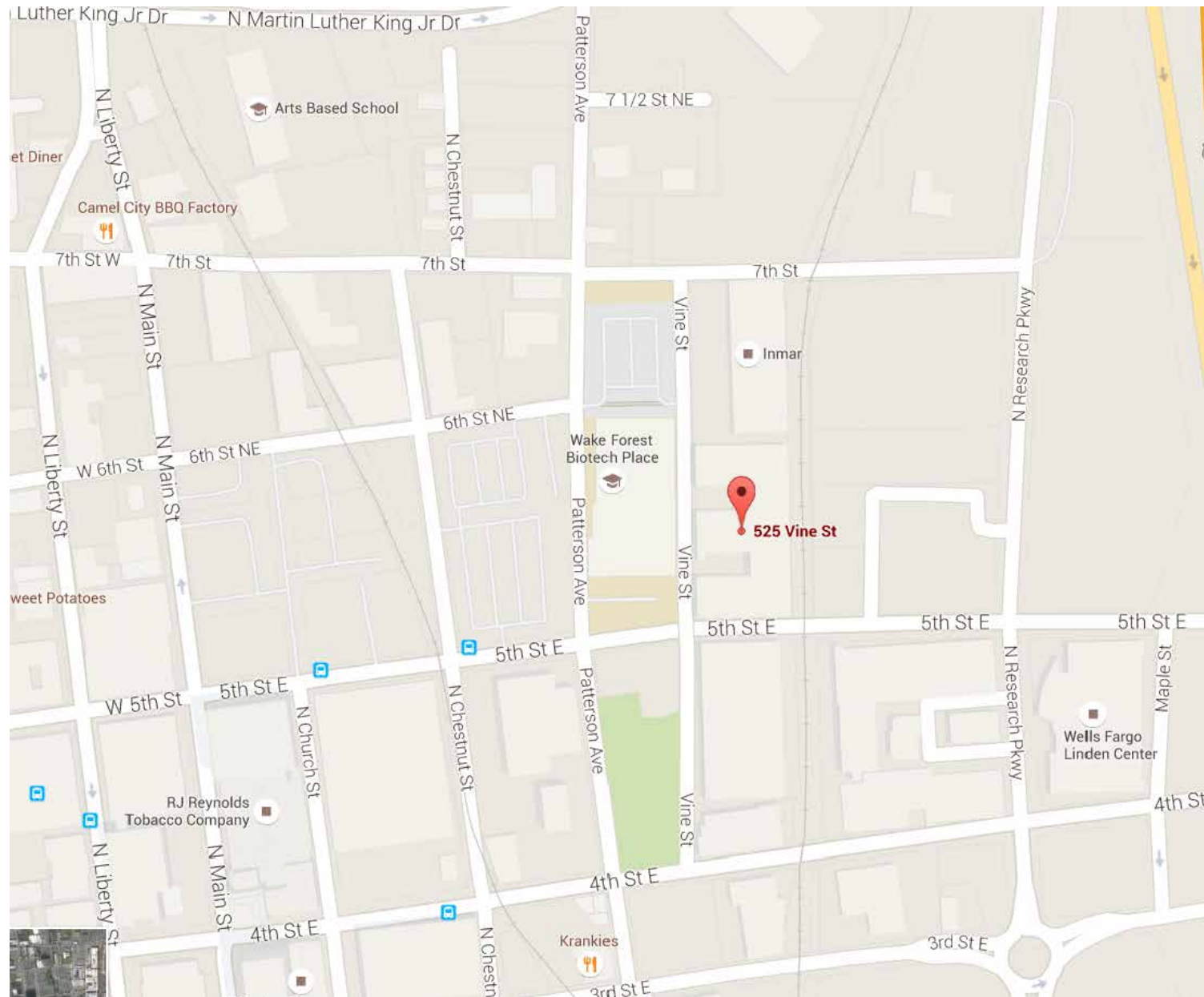
After a successful teaming for the design of their Boston headquarters, MullenLowe engaged the TPG Architecture to design its new office in Winston-Salem, NC: a 37,500 square foot space in the city's newly developed Innovation Quarter. The office design was an opportunity to create a strong communications touchpoint expressing MullenLowe's identity as a "challenger" in the advertising industry, a scrappy do-everything ad firm with a global reach.

MullenLowe's staff work in multiple disciplines for diverse clientele, so their space had to be flexible and inspirational. The space itself was breathtaking when the design team first walked through; built in the 1930's, the building was originally a tobacco factory and is a landmark under the protection of the National Park Service. A large, deep floorplate, 14' ceilings and metal-frame windows were the raw materials that provided the framework for MullenLowe's new offices.

The design concept was to respect and celebrate the existing structure, leaving the walls and ceiling untouched by using floating free forms – rectangular boxes built between the columns - to create space within the space. These intersecting boxes bring focus and continuity to the plan, dividing the raw space into functional neighborhoods and providing myriad open and inspiring creative environments. The boxes present an architectural solution to engaging the core while relating to the perimeter and letting natural light flood in.

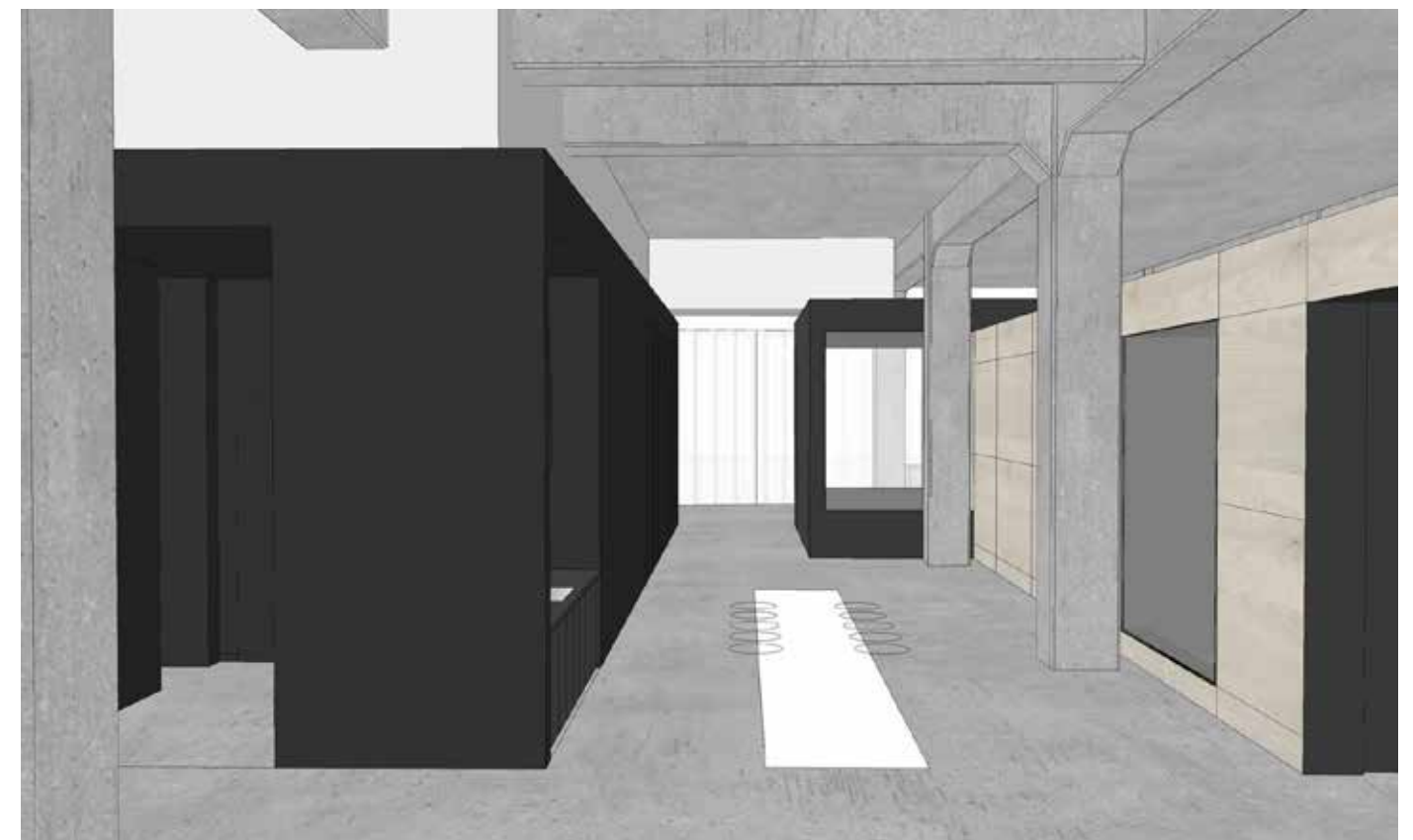
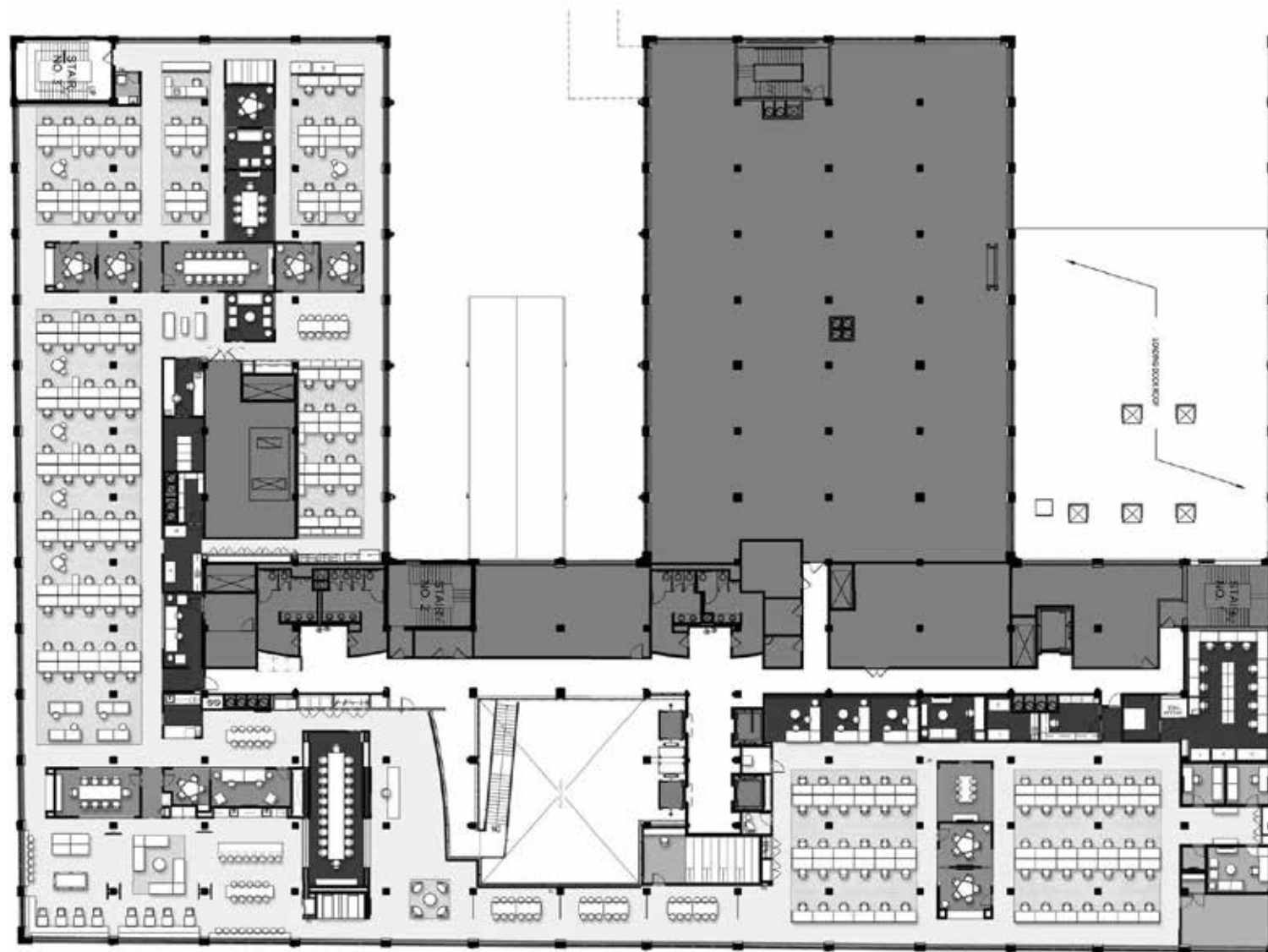
The team also left the structural columns and beams exposed, still coated with nearly a century of layered paint, which was minimally sandblasted to prevent peeling. Finishes and furniture were inspired by the raw space; the free form boxes are clad in plywood and dark-gray painted sheetrock, while the chair colors were sampled from the peeling paint on the concrete walls. Our designers devised a system of perforated metal screens to allow for magnetic pin-up space throughout the office without interrupting the openness and fluidity of the floor.

An existing open atrium with stairs to the lobby was a logical place to organize the reception area, and a large, open café/town hall space is directly behind that in the southeast corner of the floor. The program required an assortment of collaborative spaces including conference rooms, huddle booths, photo and recording studios, and a media screening room with stadium seating.



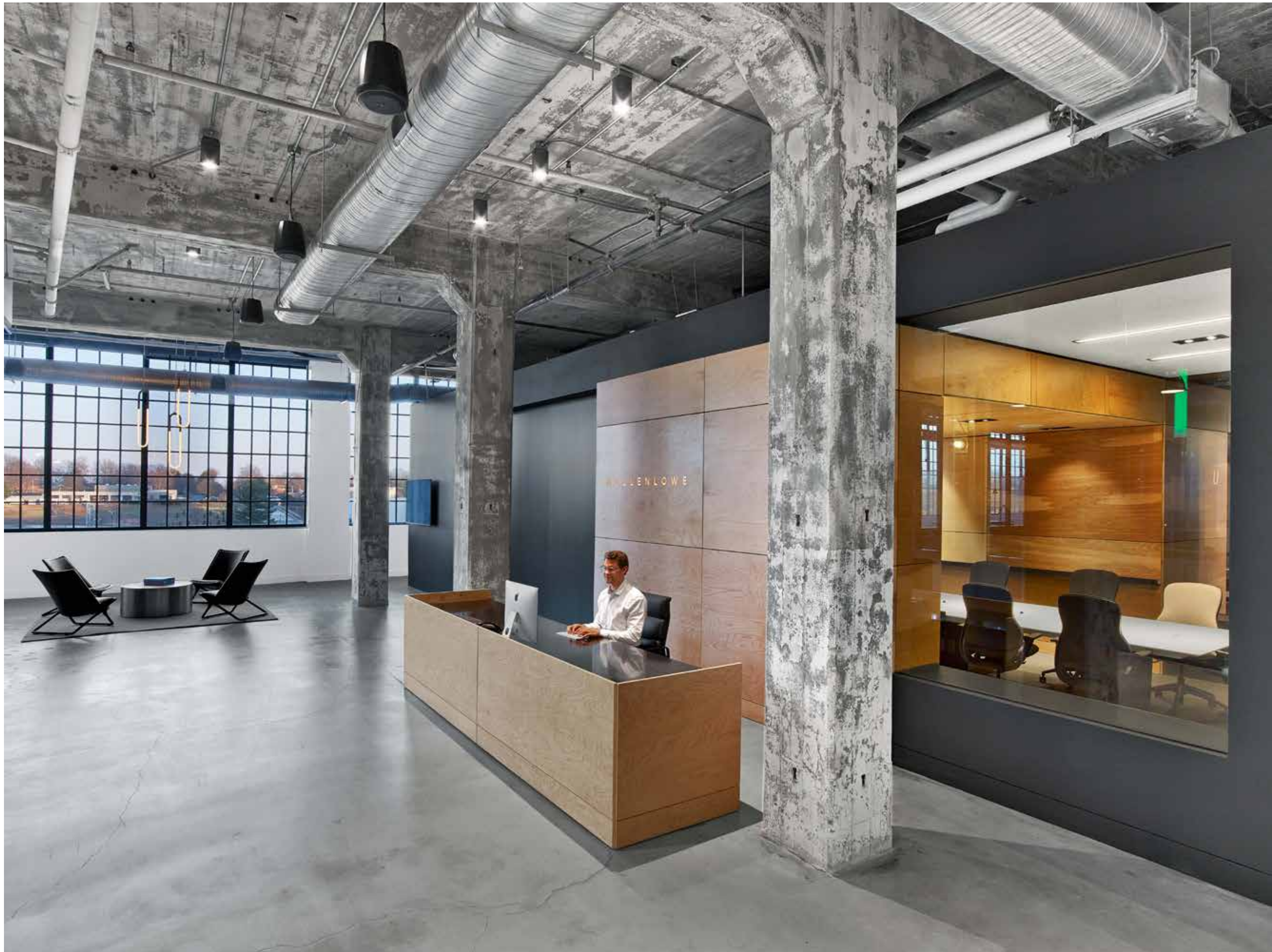
**MULLENLOWE- 525 VINE STREET, WINSTON-SALEM NC 27101**  
 SITE PLAN AND SURROUNDING NEIGHBORHOOD





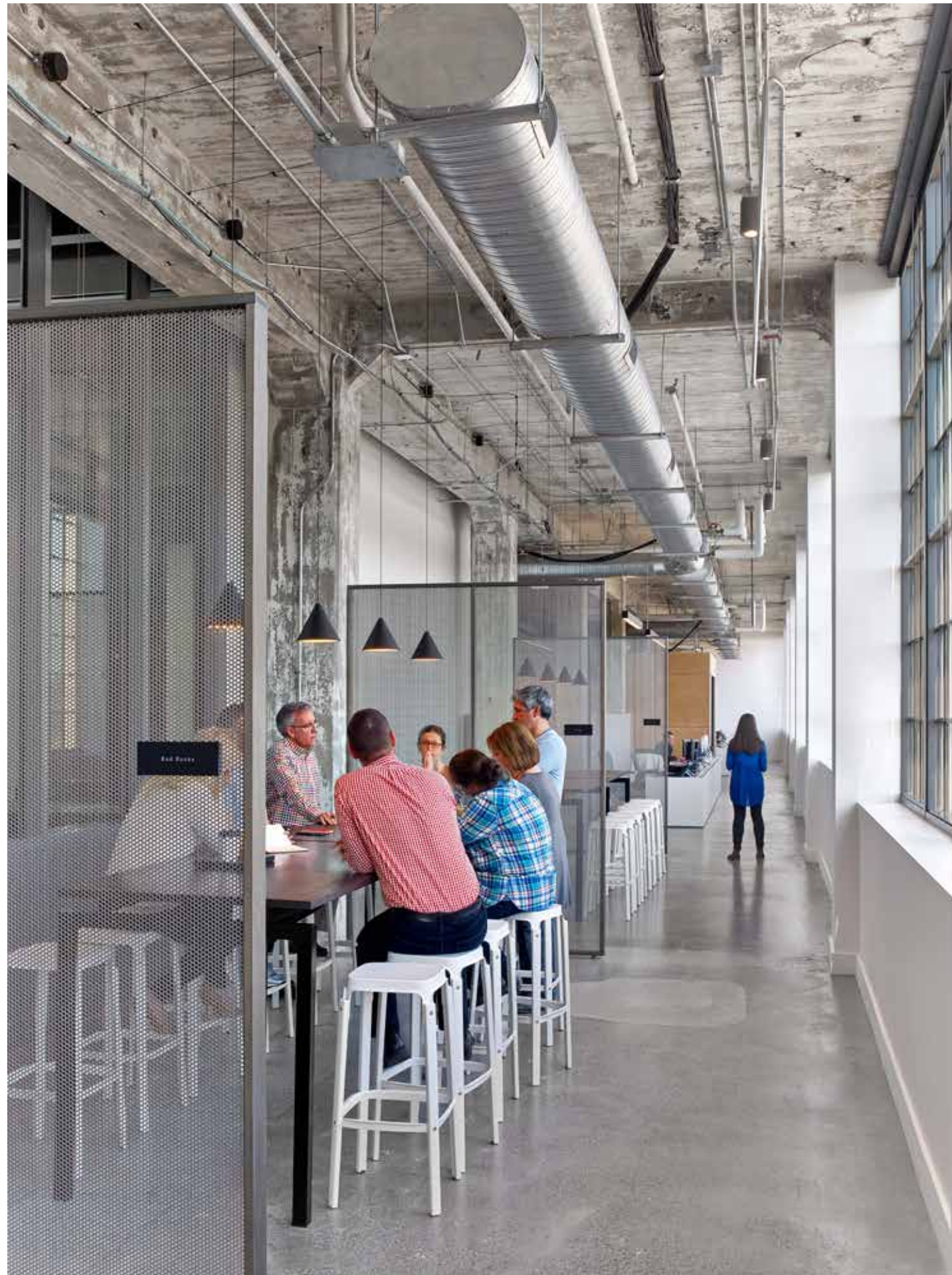
**MULLENLOWE- 525 VINE STREET, WINSTON-SALEM NC 27101**  
 FLOOR PLAN, INSPIRATION IMAGERY, RENDERING OF MEETING AREAS AND COFFEE BAR





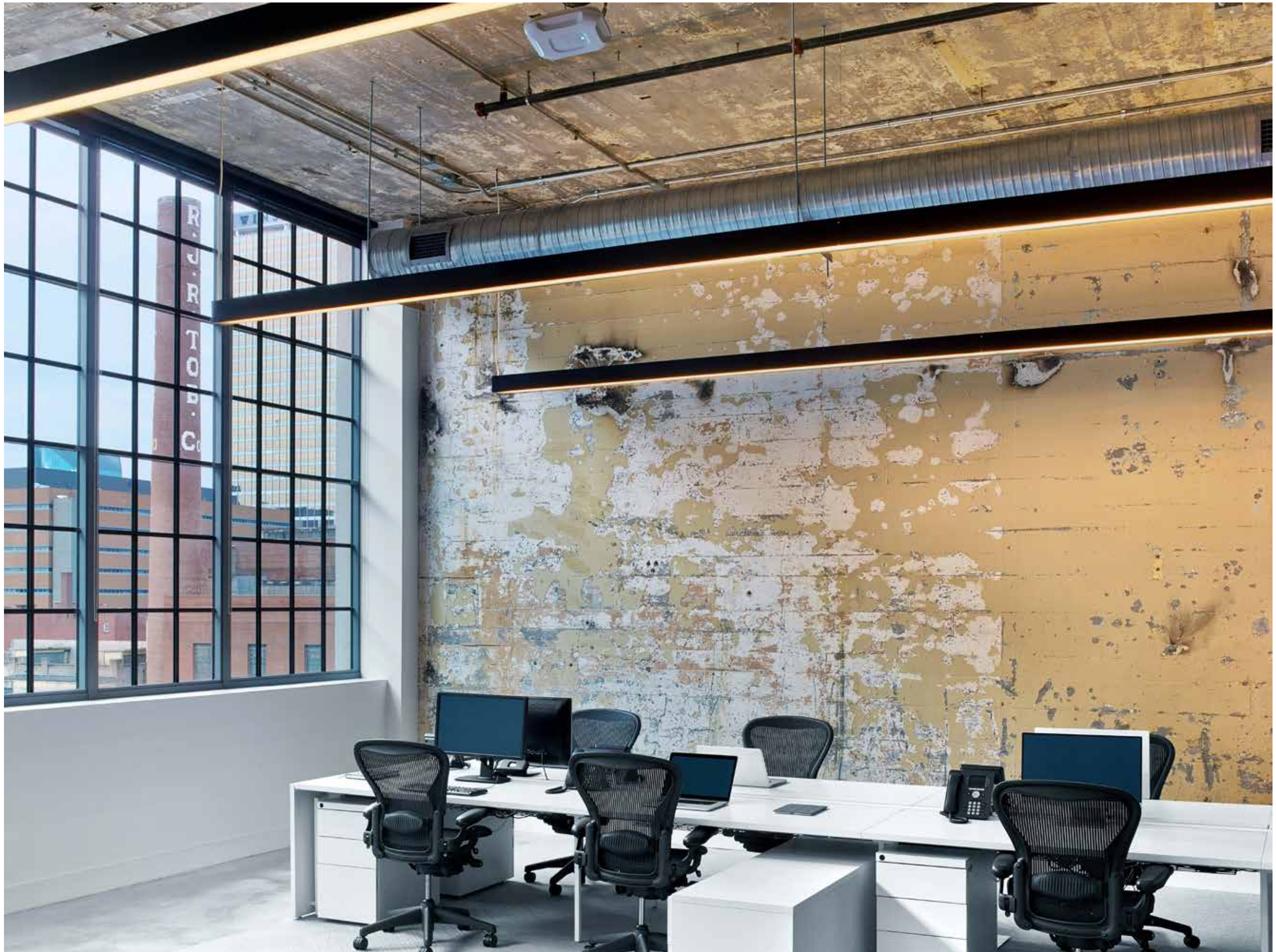
MULLENLOWE- 525 VINE STREET, WINSTON-SALEM NC 27101  
RECEPTION





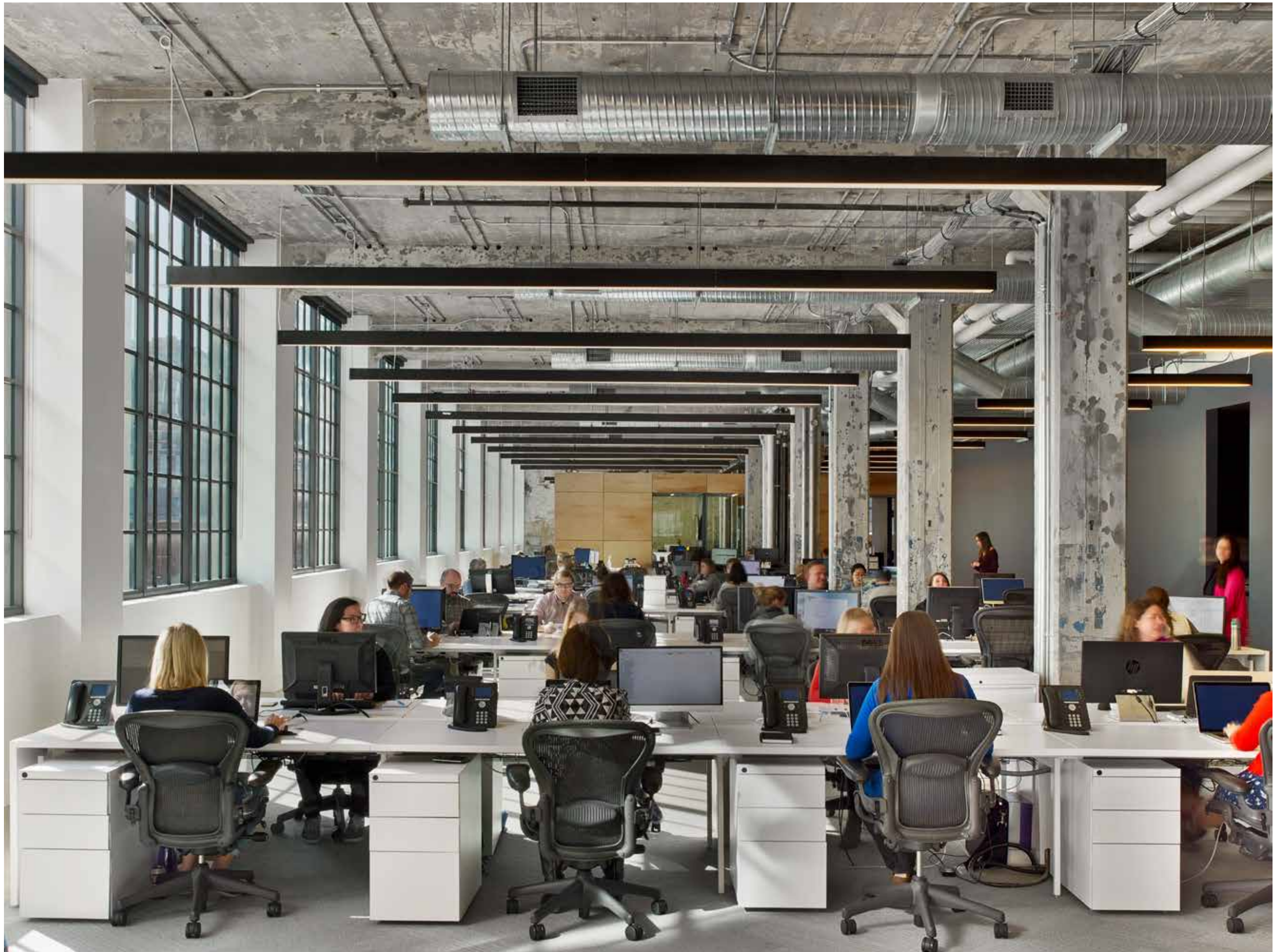
MULLENLOWE- 525 VINE STREET, WINSTON-SALEM NC 27101  
OPEN MEETING AREA





MULLENLOWE- 525 VINE STREET, WINSTON-SALEM NC 27101  
WORK AREAS





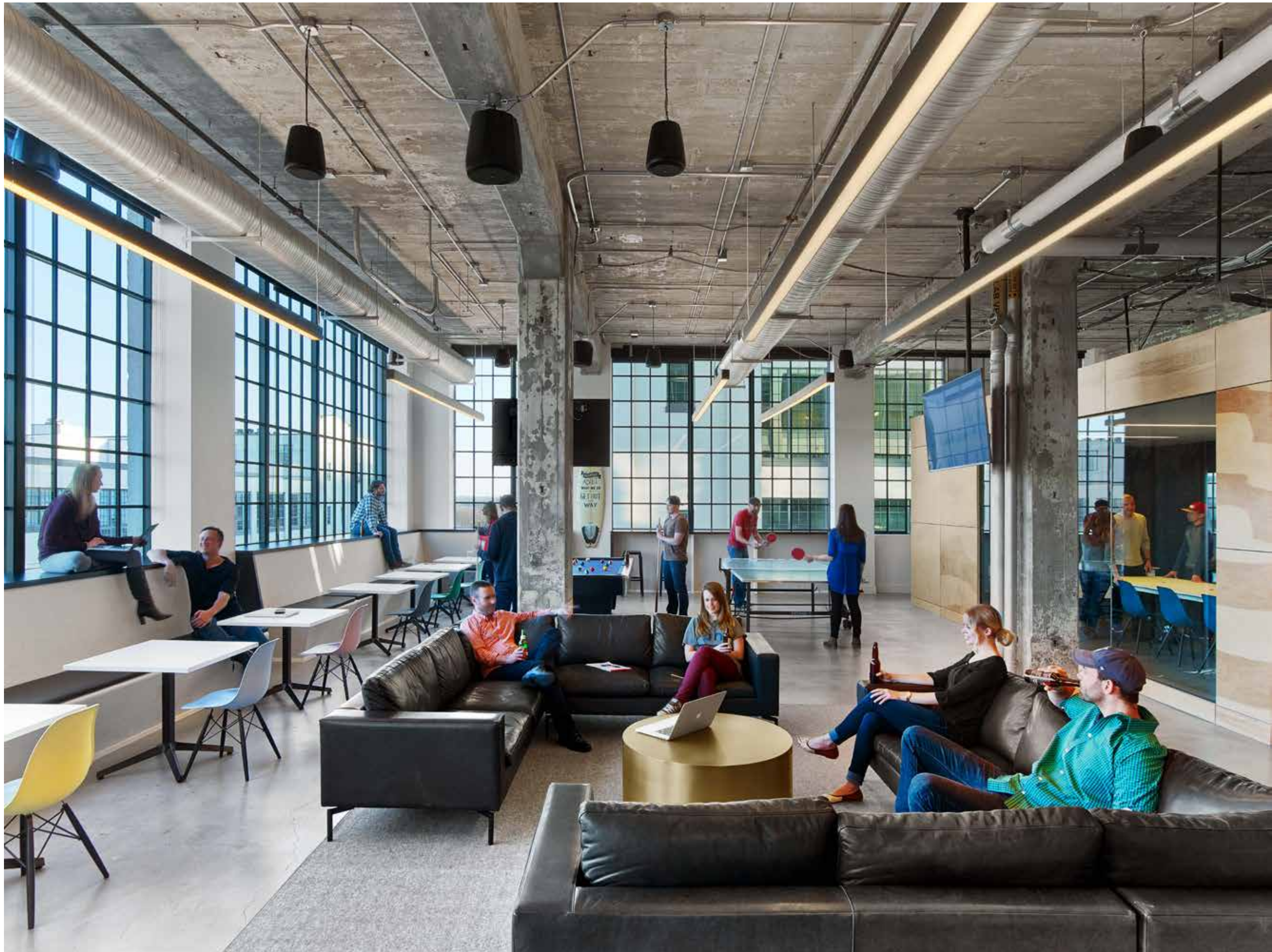
MULLENLOWE- 525 VINE STREET, WINSTON-SALEM NC 27101  
WORK AREAS





**MULLENLOWE- 525 VINE STREET, WINSTON-SALEM NC 27101**  
MULTI PURPOSE AREAS - OPEN /CLOSED MEETING SPACES, MEETING ROOM, RECEPTION AREA





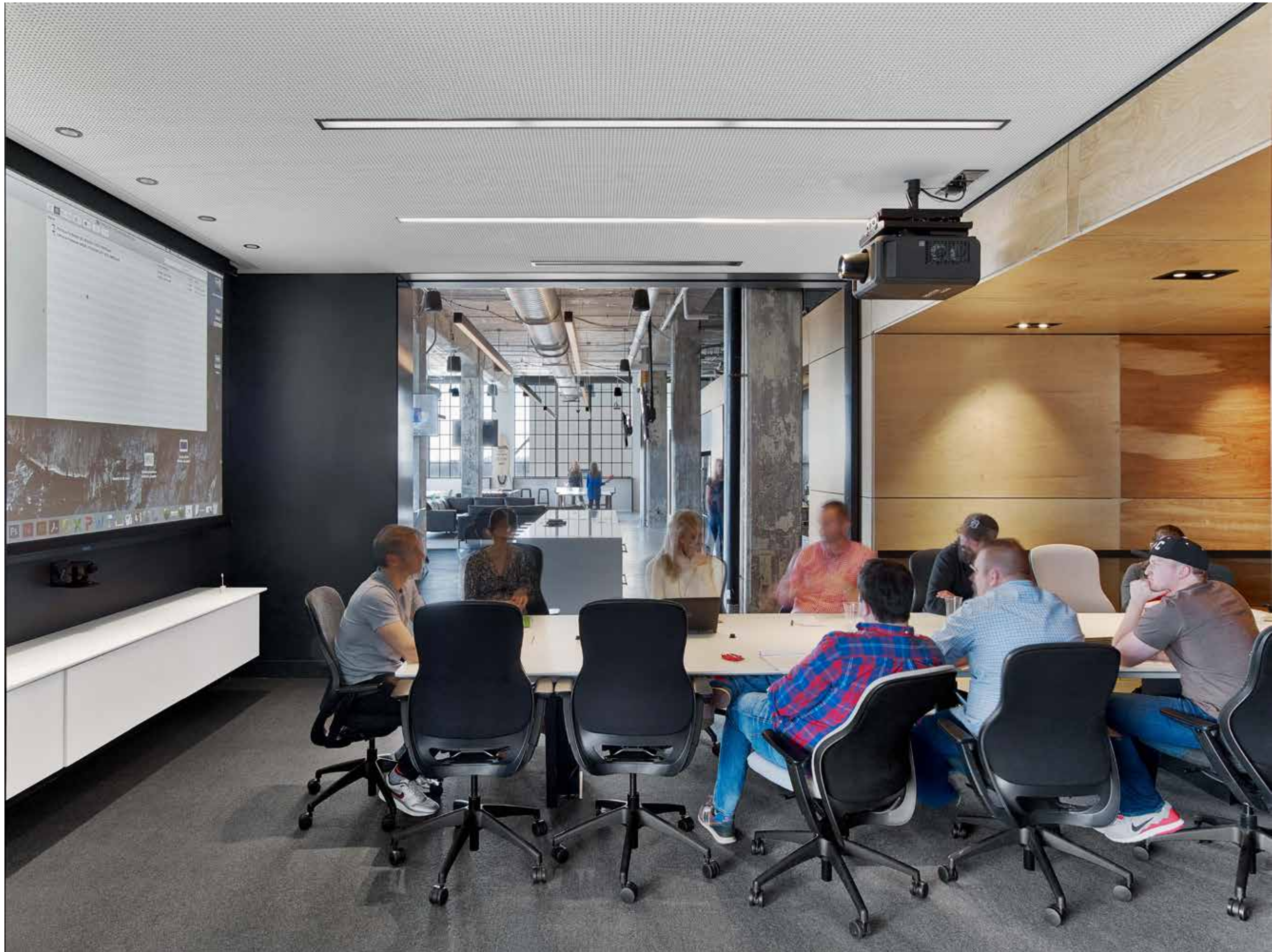
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CAFE





MULLENLOWE- 525 VINE STREET, WINSTON-SALEM NC 27101  
BANQUETTE SEATING





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BOARD ROOM



