

# INNERWORKINGS HEADQUARTERS

INTERIOR RENOVATIONS FOR GLOBAL MARKETING FIRM HEADQUARTERS



**LOCATION** Chicago, Illinois

**SIZE** 41,500 sf

**RECOGNITION** Featured in *Office Snapshots* (May 2020)

InnerWorkings (INWK), is a global marketing execution firm serving Fortune 500 brands across a wide range of industries. INWK partnered with Eckenhoff Saunders to deliver a turn-key project and to re-imagine its headquarters located in Chicago.

The firm worked closely with INWK to integrate architectural elements resulting in a bright, active space combined with open office and collaborative areas. The new office reflects INWK's energy, the diversity of its brands, and the firm's high level of expertise in integrated marketing communication services.

During the design process, INWK undertook a simultaneous re-branding effort. By working closely with not only INWK but their graphics consultant, ER2, we were able to accommodate fully integrated brand messaging throughout their new headquarters in a way that was more than signage. It became a part of the wayfinding and identity of the various spaces throughout the project.

The office features a blend of private and collaborative work areas, phone rooms, and a board room suite. A large, community break room sits at the heart of the new headquarters and can double as display/event space for staff or clients. The new setting reinforces INWK's brand and mission standards while maintaining flexibility for client and staff needs.

