



# Large Advertising and Marketing Agency





## Market Focus: Corporate

This advertising and marketing agency opened its first office in Detroit in 1911. After a 36-year absence, the firm returned in 2014 to offices in the former J.L. Hudson Department Store warehouse within Detroit's Ford Field—a move that heralds the city's resurgence. To achieve an office for team-based collaboration, the agency worked with Neumann/Smith Architecture and American Interiors to create an exuberant open space punctuated by meeting areas.

Knoll, which has shared a 27-year relationship with the company, provided Antenna® Workspaces Big Table for the benching workstations. A flexible platform that brings individuals together into an adaptable setting for collaboration, the system also accommodates variable technology while maintaining a clean aesthetic to complement the industrial architecture. The Antenna Workspaces product supports a balance between individual work and open exchange.

