

# ALL DEF DIGITAL

Los Angeles, CA  
Headquarters

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## Size

26,000 square feet

## Project Highlights

Spaces and furnishings are flexible and multi-use; Graphics reinforce company brand; Graffiti imagery by local street artists; Special spaces include: Hair and makeup room, prop room, wardrobe closet, talent lounge, screening room, sound stages; Amenity spaces include: Pantry/cafe, social zones

## Services Provided

Workplace strategy; Building evaluation; Full service interior architecture and design; Furniture specification; Lighting design

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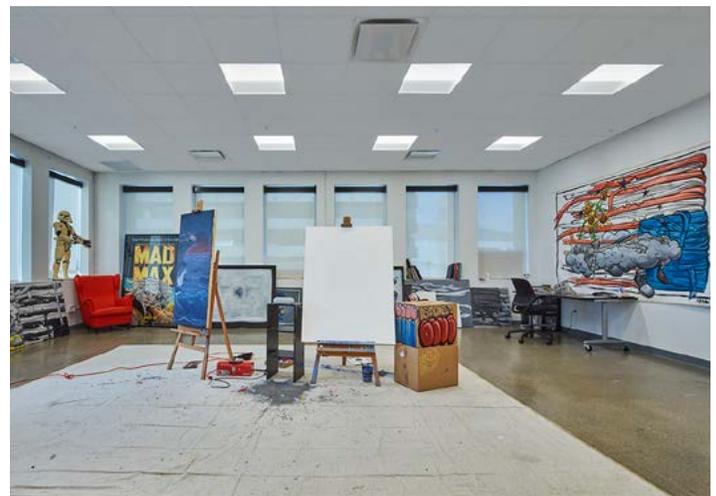




All Def Digital is an urban youth culture, music, and comedy media company founded by hip-hop mogul Russell Simmons. With their cross-platform audience rapidly growing, ADD was in need of a new headquarters in which to create original content for distribution through their own media properties, social channels, live events, and brand partnerships. They selected a space in Downtown Los Angeles, across from Staples Center and LA Live.

IA designed a living, breathing, working environment to reflect the constant hustle and energy of the ADD team. The challenge was to design a cohesive headquarters where every step of the creative process could happen in house – from ideation to set-building to filming and editing.

The 25,000 square foot space is located in an adaptive reuse project with deep floorplates, 13-foot-high ceilings, and windows at nearly the entire perimeter. IA let the rawness of the building inform the subdivision of the space as well as the materials palette. Ceilings and concrete floors were left relatively untouched, and glass-front offices and meeting rooms were inserted between columns. Punctuations of color come in the form of accent furniture pieces, gallery walls of art from Russell Simmons' own collection, and a giant mural painted by local street artist Blue the Great.



Groups of workstations that make up the open office "bullpen" march down the center of the floorplate, interspersed with shared work tables and pull-up seating for on-demand use.

The assortment of collaborative spaces include a café, meeting rooms, smaller focus rooms, recording studios, talent lounge, and a screening room. No space is sacred, and every space can become a set depending on what the writers conceive of next.