APPLIED PREDICTIVE TECHNOLOGIES
Arlington, VA
Headquarters
Relocation

Size
87,000 square feet

Project Highlights
Three-and-a-half floor relocation to better support autonomy within flexible and collaborative work modes; Graphics incorporated as a translation of the company's analytics: "Data is Beautiful;" Central, open, four-floor stair acts as vertical main street and heart of the space on each floor with adjacent pantries; Flexible team rooms and neighborhoods provide options for active and quiet work


Services Provided
Building evaluation and selection services; Full service interior architecture and design; Experiential graphic design: branding and signage; Furniture specifications

"We are very excited about moving to our new office. We look forward to settling in and using this vibrant space to continue fostering creativity and collaboration across our teams."
ANTHONY BRUCE, CEO | APT
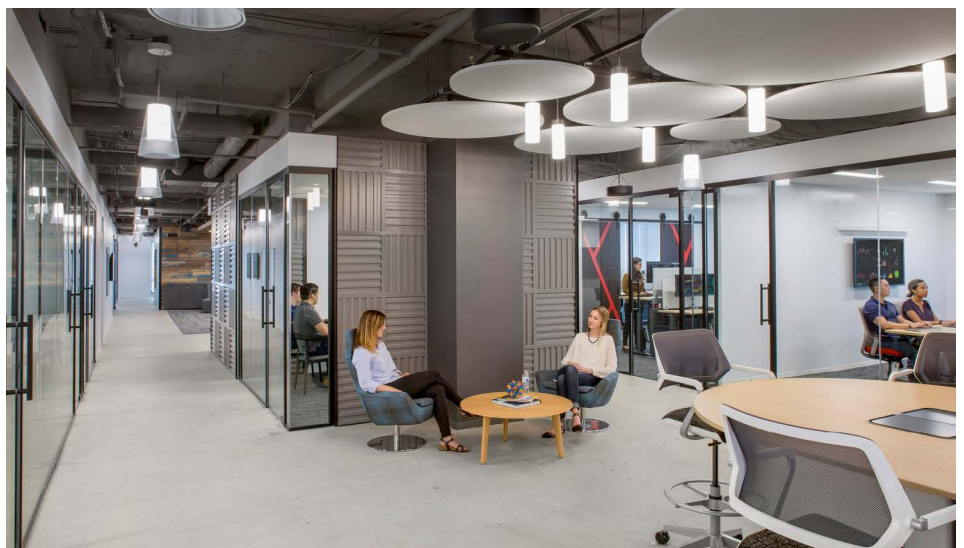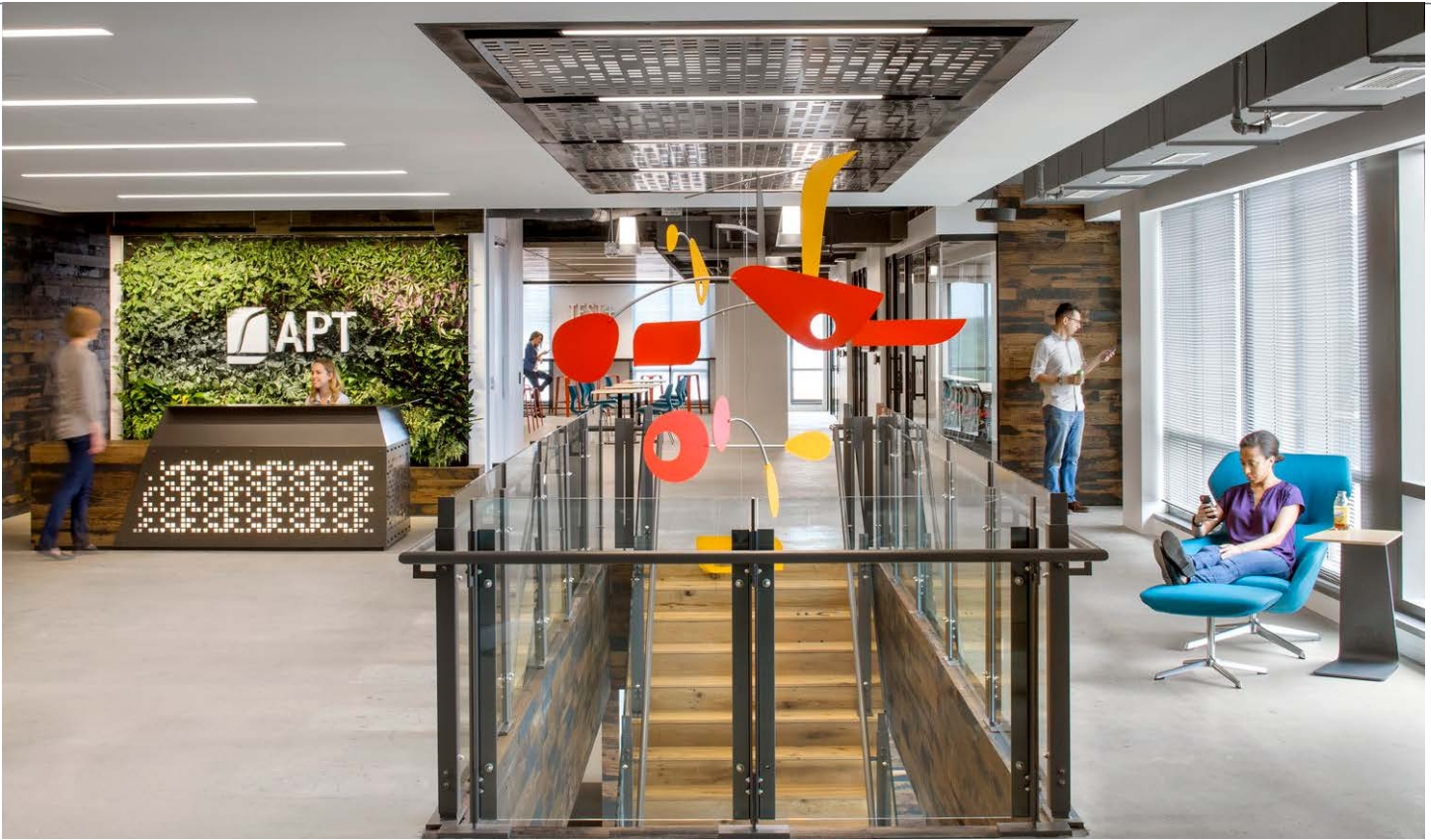
As analytics software company, Applied Predictive Technologies, Inc. (APT), acquired by Mastercard in 2015, grew out of their headquarters space, IA designed their new headquarters to better support collaboration and flexible work styles. Looking to best accommodate APT's growth, the IA team evaluated real estate options in the Washington, DC area for a professional, functional, and bright space that better supports collaboration and flexible work styles. A new-construction office space in the Ballston neighborhood of Arlington, VA, was selected where APT now occupies three-and-a-half, contiguous floors.

Through visioning, programming, and a rapid-prototyping session, project drivers were established, including the incorporation of various, flexible work settings; a technology aesthetic and brand with interactive elements; distinct neighborhoods; a central, social gathering space; and organic, natural materials.

Work areas now feature an egalitarian design that reflects APT's purely flat culture: all private offices that sit in the interior of the floor plate are universally sized, including the CEO's. Teams sit in transparent rooms along the perimeter, typically consisting of six sit-stand desks that can be easily rearranged to best suit each group's current work mode. Barn doors enable the expansion of team rooms for larger, 12-desk spaces.

A folly design shapes the interior landscape of the office, each clad with different materials, creating destination points and paths for staff to traverse and collaborate on both sides of the core. This unique blend of spaces allows each employee and team the autonomy to determine how they use the space: whether it be nearby support, heads-down, or collaborative spaces.

A flexible, large cafe on the top floor opens to the adjacent training room to hold all-staff meetings and events. The four-story, interconnecting stair acts as the vertical main street and heart of the space on each floor with adjacent pantries, lounge areas, and a tech stop called the "byte bar."

Using the overarching theme, "data is beautiful," graphs are translated into physical patterns, ranging from fabrics and ceiling design, to experiential graphics. A company-wide culture of puzzle solving and daily riddles is also articulated into interactive branding elements where staff can collect fun survey data and hold friendly competitions. The variety of neutral, raw materials with colorful graphics creates unique experiences and an aesthetic that combines an organic, startup sensibility with a refined, Fortune 500 sophistication.