

DRAFTKINGS

Boston, MA
Headquarters

Size

105,000 square feet

Project Highlights

Balance between a sport and technology firm while creating an inclusive, diverse environment

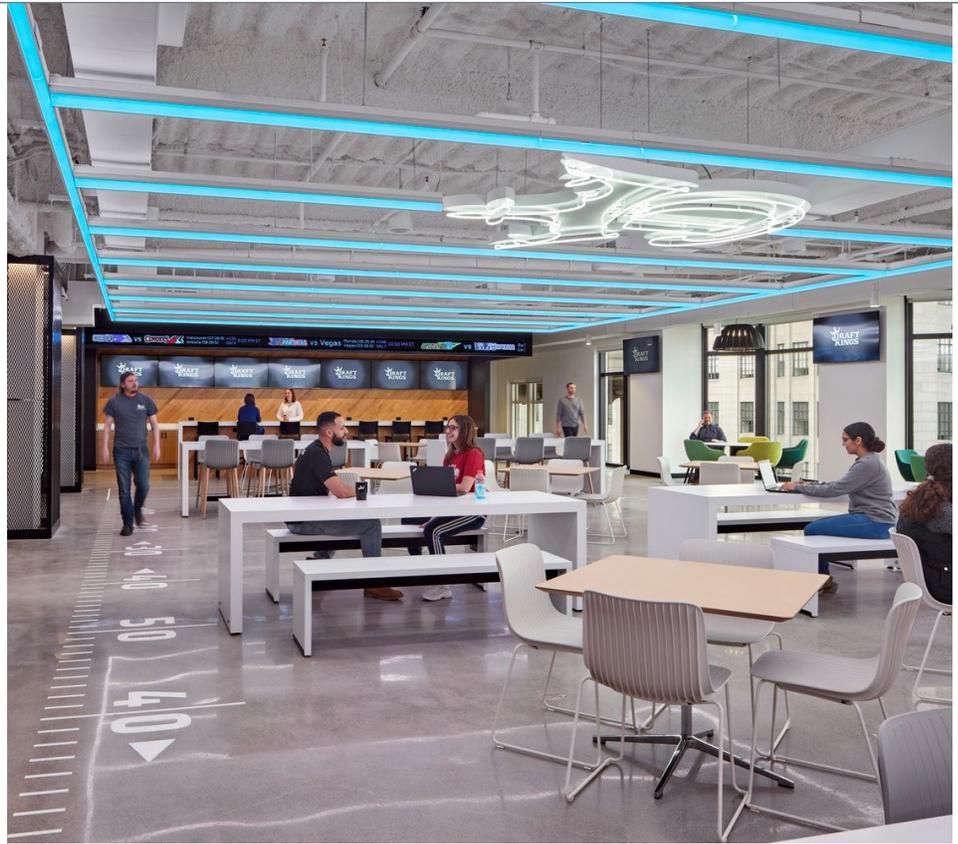
Work neighborhoods offer staff a mix of large and small conference rooms, telephone rooms, and open huddle spaces

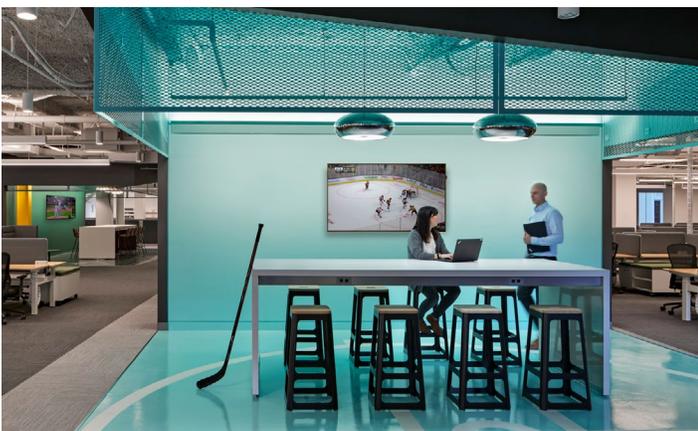
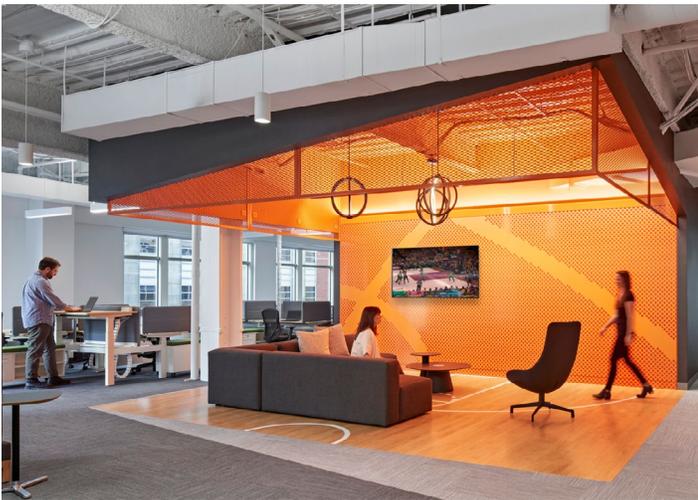
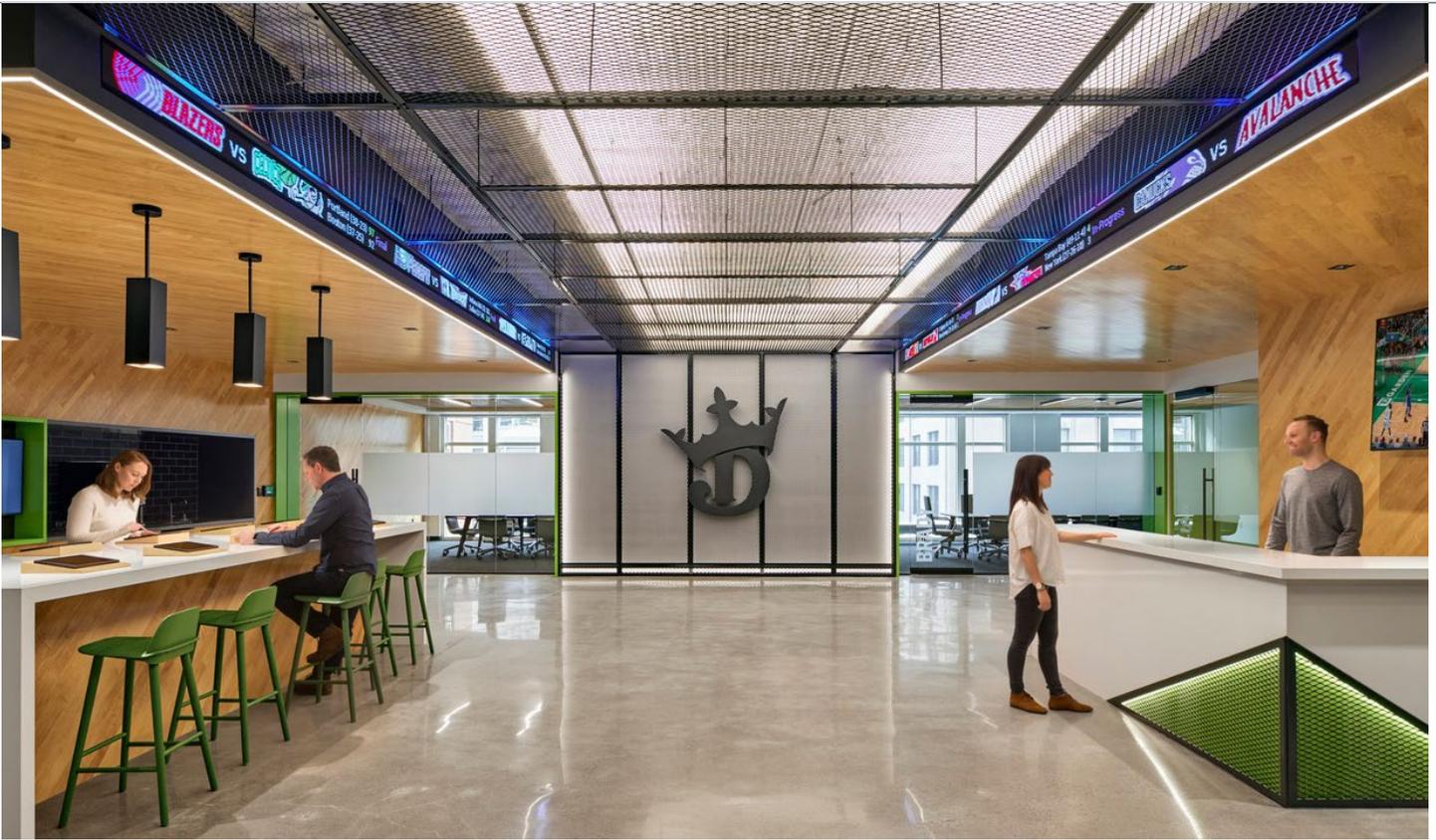
"Love for the game" brand and culture is infused in elevator "tunnel," cafe football field, neighborhood stadium markings, and huddle room sport themes

Special spaces and amenities include state-of-the-art recording studio, Network Operations Center (NOC), Desktop Support Lounge, full service barber shop, nail salon, and locker/shower rooms

Services Provided

Workplace strategy; Full service interior architecture and design; Experiential graphic design: branding and signage; Sustainability/Wellness services; Furniture specification; Lighting design





With the move to a new headquarters in Back Bay, DraftKings, creator of the leading global platform for fantasy sports and sports betting, signals its commitment to growth and to Boston. Designed to be warm and inclusive, the space is welcoming to all employees, guests, and recruits, regardless of age, gender, or sports affiliations—infused with the brand’s exuberant energy and love for the game.

Stepping off of the elevator, one is immersed into the player’s tunnel before emerging onto the field. The café takes the form of a football field with neon lighting and hash marks on the floor. A training room enclosed by a retractable partition flanks the cafe for large gatherings. A tour path features a view to the secure workspace. Along the path, an “On Air” sign signals the state-of-the-art studio is in use. The path also passes the Network Operations Center (NOC), Desktop Support Lounge, a full service barber shop, nail salon, and locker/shower rooms for use by employees and visitors alike.

Departmental neighborhoods are defined by different sports that DraftKings’ platform supports. Each neighborhood—with section markers on columns like those at a stadium—offers a mix of large and small conference rooms. These rooms are complemented by telephone rooms and open huddle spaces where each department’s sports theme comes to life.