

WAYFAIR

Boston, MA
Headquarters

Size

400,000 square feet

Project Highlights

Workplace strategy and design guidelines developed for future phases and projects

IA observed and annotated existing spaces and analyzed the data to design a more nimble, adaptable environment

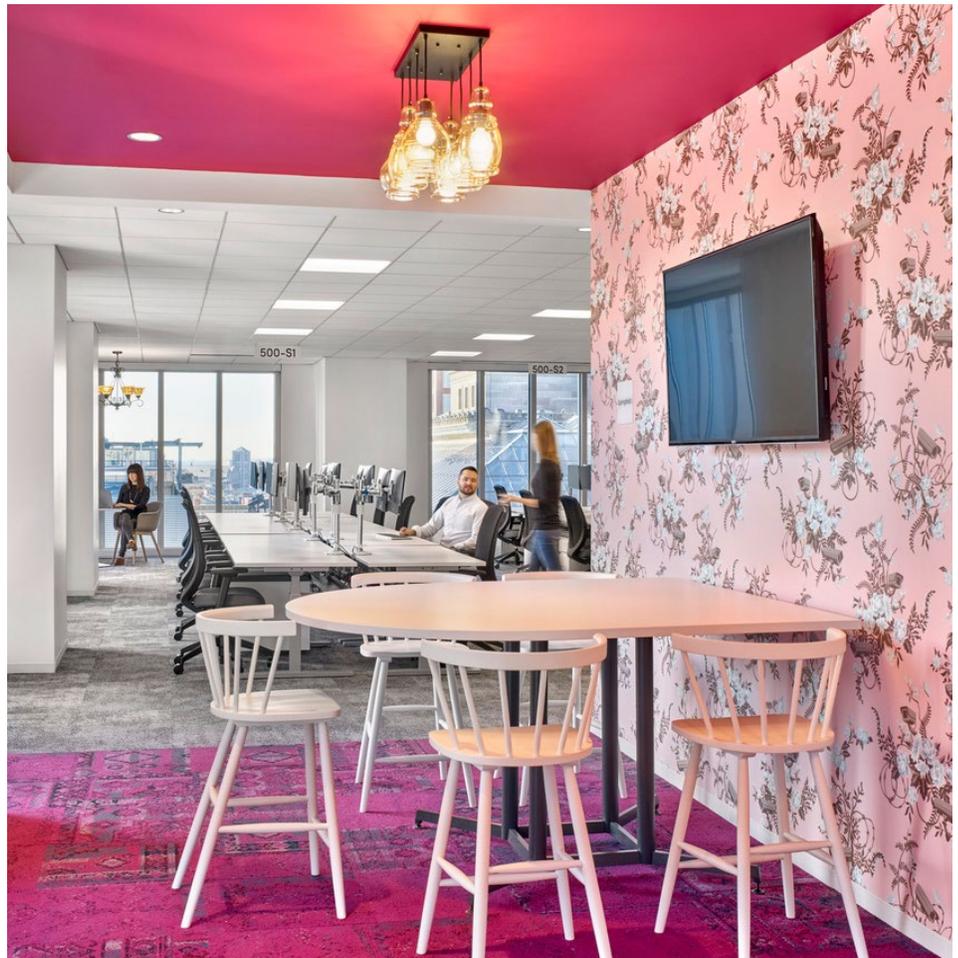
Master plan and five phased renovations

Residential themed floors and wayfinding align with company's "A Zillion Things Home" brand driver

All furniture, décor, light fixtures, wallcoverings, and accessories are sourced from the Wayfair site or through its lifestyle brand vendors

Services Provided

Workplace strategy; Master planning; Full-service interior architecture and design; Experiential graphic design: branding and signage; Design guideline development and implementation

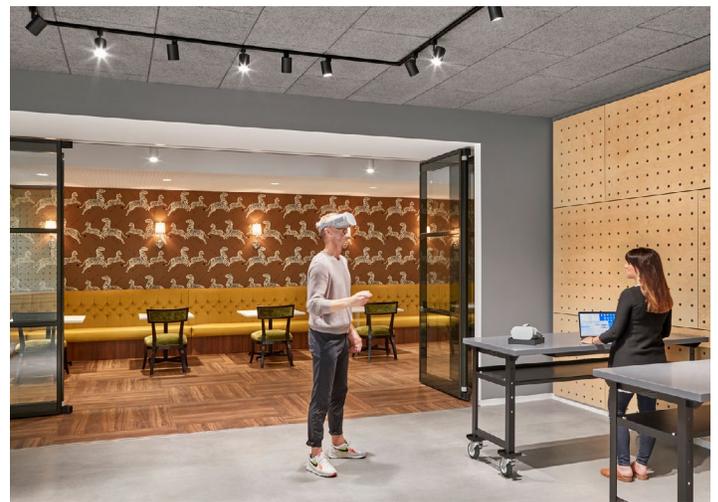




Wayfair's corporate headquarters, already a major tenant across multiple buildings in the Boston area, is expanding with the recent acquisition of almost 400,000 square feet of additional space on 11 floors at 500 Boylston and 222 Berkley. IA's master plan, strategy, and design for this five-phased project represents the second generation of the Wayfair headquarters, integrating the brand with a range of iconic design themes and providing ease of use, movement, and wayfinding throughout the entire space.

IA assigned 8 of the 11 floors a distinct persona and palette that tie back to Wayfair's online furnishings styles, creating a strong identity for each floor and easing navigation. Personas include apartment, studio, farmhouse, terrace, villa, lodge, cottage, and brownstone. In essence, each floor is a different home with living room, kitchen, and personality offering a diversity of experience.

The new facility, designed on budget, offers huddle rooms and a significant increase in collaboration zones. Three large café spaces and a game room are designed in line with each floor's persona; on some floors the pantry area includes a pool table, foosball, or shuffle board. Other features are training rooms, a conference center, the IT help desk, and a demonstration lab.



As one of the world's largest online destinations for home furniture, Wayfair operates more like a technology company than a traditional home retailer. The demonstration lab, a glass box with a garage feel off of reception, proves that point and is a true working area. Here, in booth-type spaces, visitors and recruits have the opportunity to explore and experience the company's latest developing technology in whatever area is the current focus—from VR to sit-tests for stiffness or softness without having to actually sit on a sofa or chair.