



Industrious Workspace @ Boston Copley

A hospitality-driven workplace experience in Boston

Industrious is the largest premium flexible workspace provider in the US, with over 95 locations in more than 50 cities. The design of the Boston Copley location, the fourth and largest coworking space in Boston, MA is in line with the company's tagline, "The Workplace Experience, Redefined" providing a hospitality-driven workplace in the desirable Back Bay neighborhood surrounded by luxury retail, dining and residences.

NORR worked in collaboration with Industrious to design a premium coworking experience on the third floor of an existing traditionalist building with large amenities spaces framed by archways and stone finishes, inspired by the brownstone architecture of the immediate context. The design vision was to build on the strong brand identity, design standards and culture, by providing open, light-filled spaces that support productivity and well-being. An intentional industrial vibe with modern decor incorporates a green-blue palette which reflects the marine nature of Boston. The 50,000 SF deep floor plate was crafted to meet the needs of members by offering a variety of private conference rooms, executive suites, offices, wellness areas and focus rooms.

The Industrious workspace at Boston Copley was successfully delivered with exceptional quality across all phases of design, from space planning to construction documentation to contract administration. The result was the creation of a unique space that integrates local elements to inspire productivity and crafts a unique experience for its members.

CLIENT	Industrious
PORTFOLIO	Commercial
CATEGORY	Coworking
SIZE	50,000 SF (4,645 SM)
LOCATION	Boston, MA, US
DATE	August 2019
SERVICES	Architecture Interior Design

Commercial

NORR's focus on high-performance buildings is supported by our integrated design approach, with architects, interior designers and engineers working in unison to create optimum solutions. Our project experience extends across the entire spectrum of services, from master planning to workplace strategies. We take a client-centric approach to every project to deliver on business objectives and long-term value and efficiencies.

Designing to Meet Business Objectives

Our commercial architecture design approach is to create impactful, creative and sustainable projects to respond to our client's very specific goals and business objectives. We design for the future by creating state-of-the-art office structures and interiors that support healthy environments for the workforce. This enables higher employee productivity and lower operating costs. We do this through research and selection of mechanical, electrical, life safety, elevator and communications systems, sustainable materials and programs for each and every design project. The result is measurable performance against business objectives.

Creating for Long-Term Value and Efficiencies

We also know that it is critical that office buildings, workspaces and systems, be designed for flexibility, to accommodate the changing demands of tenants, and their workforce, over time. Expectations of the work environment and the rapid advance in technology are major factors in design. Building owners and employers

need to offer a gamut of completely-wired, flexible floor plates, collaborative and hoteling workspaces and employee amenities to remain competitive for tenants and skilled talent respectively. At NORR, we design for today, and tomorrow, to ensure our clients realize long-term value.

Sustainable building practices are also relevant when considering resiliency in the designs of building envelopes and reducing the environmental footprint, resulting in cost and energy savings. We've partnered with our clients to realize efficiencies on everything from brownfield projects to renovations to adaptive reuse structures. In every instance, we embrace the vital role that design plays in our lives and communities.

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