



# Industrious Fashion District

*The intersection of retail and coworking in Philadelphia's Center City*

With more than 100 locations, Industrious is the leading provider of premium coworking space in the United States. The Fashion District location in Philadelphia, PA is a great example of their mission to “meet people where they are to deliver a better work experience.” Located in thriving Center City, the space provides occupants a connection to retail and restaurants in a transit-driven environment.

NORR brought together the hospitality-focused programming of Industrious with a first-ever retail venue. Stretching 44,000 square feet on the third floor of the luxury fashion mall, a design effort was made to create a journey through the continuous space. An emphasis was placed on creating a first impression that incentivizes people to host meetings in an easy-to-find area. Inspired by the art deco style of downtown Philadelphia, the dark stone and tall windows elevate the conference spaces, wellness rooms and private suites that are synonymous with Industrious.

This unique coworking space is an exciting addition to the Fashion District mall. The intersection of retail and coworking improves work-life balance by exploring less traditional spaces and allows employees to work within their communities while increasing foot traffic for retail. All design aspects of this project were successfully delivered to help bring a flexible workspace closer to home.

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<b>CLIENT</b>	Industrious
<b>PORTFOLIO</b>	Commercial
<b>CATEGORY</b>	Coworking
<b>SIZE</b>	44,000 SF (4,088 SM)
<b>LOCATION</b>	Philadelphia, PA, US
<b>DATE</b>	June 2020
<b>SERVICES</b>	Architecture Interior Design Structural Engineering

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## 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.

### CONTACT

Peter Dubin, Vice President, US  
T 312 873 1015  
E [peter.dubin@norr.com](mailto:peter.dubin@norr.com)  
[norr.com](http://norr.com)

