

# PINNACLE PROMOTIONS



a promotional product company

Atlanta, GA  
22,000 SF

To align with the company's tagline "Make the right impression", team charged with delivering a highly efficient space that aesthetically echoes creativity, drive and perfectionist energy.

**Challenges:**

- Create a dynamic space that increases operational efficiencies by aligning departmental adjacencies without limiting growth.
- Ensure overall space functionally supports a variety of team structures.
- Enhance morale, company knowledge and workplace satisfaction through aesthetics and natural light.

**Creative Solutions:**

- Identified departments with growth potential. Incorporated flexibility and strategic growth areas without disrupting departmental adjacencies.
- Diversified meeting areas to align with unique team needs: a break room with restaurant-style seating doubles as a town hall meeting place; a multi-use room doubles as conference and training rooms; a casual bean bag lounge.
- Installed design elements to promote a creative, high-energy, high-morale workplace: company-branded accents, "hang-out" space, "hip" break room.
- Infused space with natural light through open floor plans and partial-height walls.

**Services Provided:**

- programming
- space planning
- visioning sessions
- construction documents
- consultant coordination (MEP, structural engineers, A/V, security, low voltage)

**Completion:**

2012

**Contacts:**

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