

contract

Design Intersections: How hybrid spaces are shaping the way we live and work

On the Rise

A tech start-up grows up

Lighting as an Amenity

3 illuminating case studies

Viewpoint

Does interior design have a gender problem?

CONTRACTDESIGN.COM

FEBRUARY | MARCH 2020

FEATURE

upwardly mobile

52

contractdesign.com

FEBRUARY | MARCH 2020



San Francisco-based tech start-up LiveRamp has grown up—literally.

By Beatrice Spinoza

Photography by Garrett Rowland

The design of LiveRamp's offices juxtaposes contemporary accents and bold graphics with the rawness of the building's original infrastructure. The company's playful spirit is evident in its mix of comfortable nooks, vibrant colors, and vintage chandeliers.

contract

FEATURE



Potted plants and draperies add a homelike feel in The Ramp, a casual meeting space and happy-hour venue (above). For the directionally challenged, explicit wayfinding graphics on the floors and walls make circulation a cinch within the U-shaped office (top right and bottom). The Standard Oil Building's interior brick warms every workspace (opposite).



**LIVERAMP**Interior Designer **Studio O+A**Client **LiveRamp**Where **San Francisco**What **21,000 square feet**
across one floor

Identity resolution service and data onboarding company LiveRamp got its start on the 15th floor of San Francisco's nearly century-old Standard Oil Building—where tenants include e-commerce giant Groupon—but over the last four years has expanded its headquarters to the 16th floor, and now the 17th. Behind the design of each of these growth spurts is San Francisco-based Studio O+A. The challenge with the latest renovation was to continue the original aesthetic, but also completely reimagine the office for a more mature business. "A lot of start-ups don't know what they need," explains O+A design director Joseph Rodriguez. "The directive is just 'Go!'"

Now that has changed. "The design has certainly evolved over the years along with the growth journey of our company," says Mileska Chetty, LiveRamp's director of workspace and projects. "Each floor was designed to speak to the other, but it was important that we could pull them all together in a way that is scalable enough to keep each floor fresh and engaging. It was also central to push the boundaries with O+A in terms of the vibrant colors that truly represented us."

O+A worked closely with LiveRamp to select hues and textures reflective of the company's lively spirit and inclusive workforce. The branding arm of the interior design firm also made sure bold graphics were a key part of the overall scheme. "We were told, 'If there's more than one white wall in a space, we need to fix that,'" Rodriguez recalls. "It's not often you have a client that loves color and funkiness."

The U-shaped footprint of LiveRamp's office—which inhabits the 1922 tower and a later addition—consistently made wayfinding a challenge. "Everyone gets lost," Rodriguez says of the space prior to the recent renovation. Color became a fix for that as well. O+A's orientation solutions included an intuitive color scheme tied to the circadian rhythms of the day. The east wing of the office, where the sun rises, was cast in warm tones from yellows to soft reds. The west wing, on the other hand, where the sun sets, features cool colors like teal. For those with no sense of geographical or solar direction, floor and wall graphics make the way forward playfully literal. "This showcased our company culture by creating a vibrant and logical

contract

FEATURE



On the west side of the building, a cool evening palette prevails, as in this café-like common area (above). Graphics were not a factor on O+A's first two floors for LiveRamp. Now they are essential to the look and lively feel of the space (opposite).

wayfinding system across three floors," Chetty says.

As a tech firm, LiveRamp was designed from the beginning to have an open floor plan, phone rooms, war rooms, and lots of social and collaborative spaces. To accommodate a constantly growing staff, the latest renovation refreshed common areas, and the newest floor added support spaces like a large training room and several conference rooms. The highest floor has become home to the main reception area. Previously a gathering space on a lower floor, "The Ramp" now has more square footage and hosts after-work events like happy hours.

Given the long work hours, it was imperative that the space be comfortable, with touches that include vintage chandeliers, potted plants, and drapery. "It's a fine balance between a homelike feel and refinement," Rodriguez says. The seating, tables, desks, carpet, and all-LED lighting are unique to each of the spaces—from a café-like work area to a relaxed lounge—and a favorite part of this job for the designers. "Furniture selection is fun when the client

says, 'I don't want it to be boring.'" A watermelon-toned nook mingles with plush sofas, plaid upholstery, and felt fixtures.

The historic building, once the tallest in San Francisco and today housing some of the city's leading tech firms, provided its own welcome aesthetic. Each excavation uncovered more of the structure's original fabric, in addition to the already-exposed brick walls—a kind of "ghosting," according to Rodriguez. "You've got to celebrate that in older buildings." LiveRamp has other reasons to celebrate its distinctive home, which at once grounded the fledgling business and allowed it to blossom. ■



Project Credits

Interior designer Studio O+A
Studio O+A project team Joseph Rodriguez, Kaylen Parker, Paulina McFarland, Emily Cano
Contractor Principal Builders
Engineering CMI
Graphics Martin Sign
Other AVI-SPL (A/V)

Selected Sources

Paint PPG, Sherwin-Williams
Laminate Formica, Pionite
Hard flooring Junkers
Carpet/carpet tile Interface, Shaw, Mannington
Recessed lighting Delta
Task lighting Finelite
Pendants/chandeliers Stickbulb, Muuto, Rich Brilliant Willing
Other decorative Lumini
Hardware BEST
Furniture consultant MG West
Workstations Steelcase
Workstation/task seating Senator Group
Conference seating Andreu World, Davis, Senator Group

Lounge/reception seating Allermuir, Naughtone, BluDot, Andreu World
Cafeteria/dining seating BluDot
Other seating +Halle, Hem, Arper
Upholstery Maharam, Tiger Leather, Camira
Conference tables Coalesse
Cafeteria/dining tables OFS
Training tables OFS
Side tables Hem, Corral, Naughtone, Schoolhouse Electric, BluDot
Other tables Custom millwork and specialty finishes, PAW
Shelving Hem
Architectural/custom woodworking Ohio (conference room credenzas)
Planters, accessories Assorted from CB2, Urban Outfitters, West Elm, Kettal
Signage (fabricator) Martin Sign

contract