

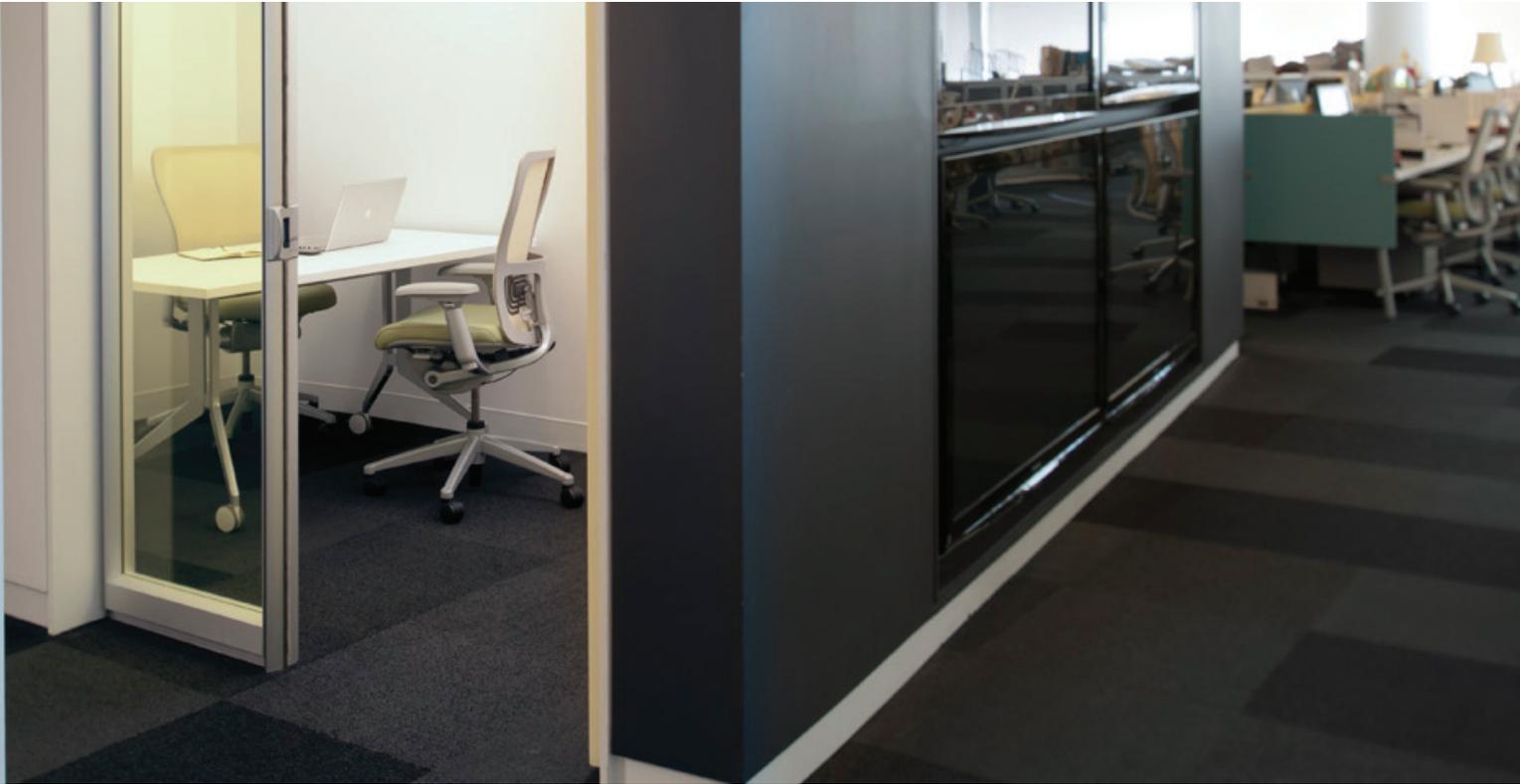
# IAC

## New York, New York

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### Client Space

Internet giant IAC needed to accommodate employees from a recent merger. However, its stunning, Frank Gehry-designed headquarters presented unique challenges. New approaches to space planning provided the answer, including comfortably increasing worker capacity by 20 percent.



Small conference rooms adjacent to the work areas allow a quiet space where employees are able to have private conversations or work on an assignment without any visual or acoustical distractions. In an open work environment, areas like these allow each person to choose where they will work based on their given task.

When IAC's subsidiary, The Daily Beast, merged with Newsweek in early 2011, the two companies were combined within IAC's 10-story headquarters in New York City's Chelsea neighborhood. To make room for additional employees and an on-camera studio, the space would have to be re-imagined for the first time since it was built in 2007.

Inside and out, the building expresses the high value IAC places on creativity and collaboration, and the renovation would further underscore that culture. At the same time, given the reality of the global economic environment, IAC wanted to be conservative in its scope—utilizing as much of its previous investment in furniture and finishes as possible.

Haworth joined the IAC renovation project team early in the process, before a design firm or construction company had even been selected, to help outline budgets and needs. At the time, Reside™ Desking was still in development, but it was clear that IAC could benefit from an innovative benching solution. Not only would it support the company's collaborative nature, this approach would maximize the building's unusual floorplates.



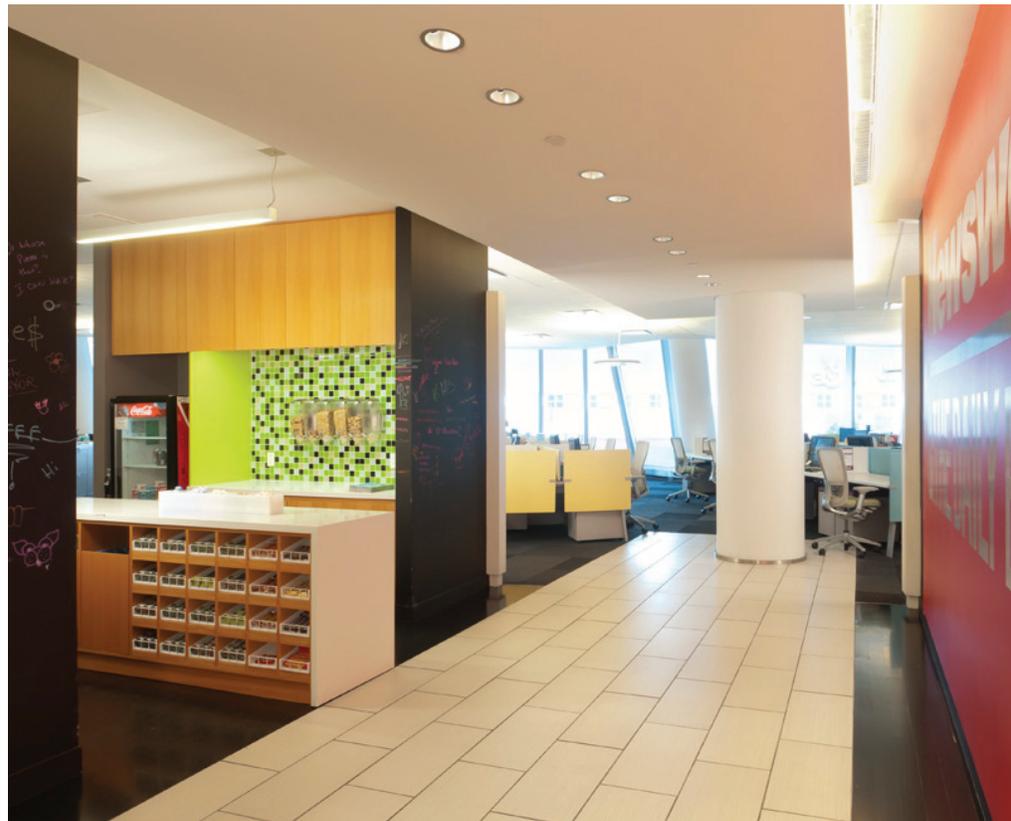
An "On Camera" studio was one of the additions to the space. Having it adjacent to the office area allows employees access without having to leave the office.



An open plan allowed IAC to comfortably accommodate 100 additional employees.

Haworth worked closely with IAC, the design team, and the local dealer to create mock-ups, answer questions, and ensure that all requirements were met. What's more, Haworth customized fabrics and finishes to ensure visual alignment with existing products.

Incorporating a benching application increased the floor's capacity by nearly 100 employees, or 20 percent. To balance the greater number of users and reduced privacy, the design team developed additional team, private and kitchen areas to ensure that employees can regroup and recharge throughout the day.



The group has a cohesiveness that didn't exist before. There are now areas throughout the building that allow employees to get away for an impromptu meeting, quiet time or a much needed snack.



All work areas are assigned and have access to natural views and daylight.

#### Customer Profile

IAC is a leading Internet company with more than 50 well-recognized brands including Match.com, Ask.com, Vimeo, and The Newsweek/Daily Beast Company. The network receives nearly one billion monthly visits, reaching more than 245 million visitors in over 30 countries.

#### Haworth Product

Seating: Zody®  
Desks, Files, and Storage: Reside™ Desking and Beside™ Storage  
Accessories: Belong™

#### Architect & Design Firm:

Gehry Partners, LLC – Washington, DC  
Studios Architecture – New York, NY

**General Contractor:** Structure Tone – New York, NY

**Haworth Furniture Dealer:** Workwell Partners – New York, NY

**Photography:** Sean Hemmerle – New York, NY



Although each individual's footprints were reduced, all employees have access to personal storage and a variety of unassigned areas to work if desired.



Haworth's integrated palette includes Compose®, Enclose®, Patterns™, Planes®, Reside™, Beside™ and Belong™

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