

CLIENT: Pandora Media
DESIGNER: ABA Studio
LOCATION: New York, New York
FEATURED PRODUCT: FORm_office



THE CHALLENGE

Pandora Internet Radio acquired a new, two-floor office space in Midtown Manhattan to serve as its NY Headquarters. Both the company's culture and the "abstract, spatial experience" Pandora offers online were inspirations for the workplace design. From break out rooms, to casual gathering areas and heads-down workspaces, the design team sought to incorporate cutting-edge technology, fine materials, and unique shapes throughout the open plan office. Thus, the design required



a benching product that could integrate seamlessly into the environment, while remaining sensitive to the client's desired aesthetics and holding up to daily use.

THE INNOVANT SOLUTION

Delivering Pandora's vision far better than any other manufacturer, Innovant's FORm_office product was selected to furnish the 300-person office. A local partnership was easily established due to Innovant's proximity to the client team, which helped the design and specification process. Innovant achieved Pandora's custom aesthetic by incorporating an assortment of color accents into the bench configuration. From cushion-topped storage pedestals, to fabric-wrapped privacy panels, Innovant successfully delivered Pandora's fun, playful aesthetic along with the superior technology management and performance benefits inherent in FORm_office.

THE RESULT

Pandora's new offices balance technically sophisticated products and materials with a modern, yet whimsical design aesthetic – all in within the confines of a classic 1920s New York City skyscraper. The project was featured in Interior Design's May 2014 Technology Offices Roundup, "How