

HBO on Demand

A premium cable network deserves an equally first-class office. Redesigning HBO's IT group in New York, TPG Architecture aimed to broadcast the network's brand identity: cutting-edge but not enough to hurt.

Priority number one was an open plan with uninterrupted visibility. Private offices moved from the perimeter to the center of the 28,500-square-



foot floor plate, joining glassed-in "phone booths" that double as break-out rooms. Lowered panels on the surrounding workstations maximize shared sunlight, while lounge pits encourage casual interaction.

Also on the agenda was the tempering of any potential showbiz glitz. While pixelated blow-ups of Tony Soprano and other famous and notorious HBO characters do wrap columns, nearby walls are anchored by river rocks. And the shock of green neon by the vending machines—in a high-traffic area nicknamed the "bus stop"—contrasts with the cosmopolitan chic of the café, where classic Hans Wegner armchairs gather on traditional Portuguese floor tile.



Clockwise from left: TPG Architecture clad the elevator lobby for HBO's IT group in New York with reclaimed barn wood. A custom neon pendant fixture near the vending machines. The shortcut across the floor plate. Hans Wegner chairs, a custom Calacatta marble table, and Portuguese concrete floor tile in the café. The logo applied to a meeting room's glass wall. Rubber floor tile in the main corridor. ➤

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