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TRENDS IN COMMERCIAL PROJECTS FROM AROUND THE GLOBE**TPG Architecture Gives Newsday A New Space Reflective Of Its Brand**

For Newsday's new Melville home, New York City-based architecture and design firm TPG Architecture was tasked with full design, strategy, and change management services for this relocation projects. Throughout the design process, TPG needed to preserve Newsday's strong legacy as it moves forward into the future. Newsday reenergized itself as an award-winning multimedia company through the conception of a safe and welcoming space that is dynamic, reflective of its brand, and serves as a source of inspiration for both visitors and staff. This headquarters relocation also allowed Newsday to consolidate and bring their staff together under one roof. Additionally, employee care was paramount— Newsday wanted their team to feel that they were moving into a comfortable work environment that suits their needs today and well into the future. The design has a strong technology-infused, modern feel that gives the workplace a fresh and forward-thinking atmosphere.

The TPG Architecture Branding and Graphics Studio played an essential role in Newsday's design. Throughout the process, it was important that the new office reflected the Long Island aesthetic and drew inspiration from the local community. The team designed a large-scale art installation that features published Newsday photos printed on metal panels outside the main entrance. The photos were taken on Long Island and either used in print or digitally. The panels cascade up the walls and onto the ceiling, giving off a strong sense of movement and motion. Additionally, next to the entrance, the Newsday logo shines proudly, and inside the main reception is a large media wall. Behind it is a printed map of Long Island—further driving home the publication's strong tie to the community. On the other side of the office within the employee entrance, there is another photo wall that can easily be changed and edited. Here, staff can highlight the latest photography, feature articles, or other relevant work they want to share companywide. [👁](#)