

MARK CASE STUDY

PROJECT

Mansueto Ventures
New York City

MARK PRODUCT

Custom Luminaires

ARCHITECT

TPG Architecture
Principal in Charge: James G. Phillips, AIA, Founder of TPG
Design Director: Luc Massaux, Managing Design Director, Associate Principal
Project Manager: John Maleri
Project Designer: Lisa Raimo
Design Production: Amita Puthran

Custom Lighting Solves Specific Needs Of Magazine Publisher's New Headquarters

When Mansueto Ventures, publisher of Inc. and Fast Company magazines, decided to move from its former location on Lexington Avenue at 42nd Street in Manhattan to the 29th floor of the newly constructed 7 World Trade Center building, it was part of an overall plan to communicate a fresh image for the two magazines, which it had purchased in 2005.

Mansueto selected TPG Architecture to design its new headquarters, approximately 40,000 square feet of space. "The client wanted a space that reflected their new venture and communicated that they are a more nimble company," says James G. Phillips, founder of TPG and principal in charge of the project. "With their move, Mansueto Ventures became a trailblazer not only in the New York City real estate community, but also in the publishing community by having departed midtown Manhattan."

Pam Jacobs, director of marketing for TPG, says that from the outset of the project, "the synergy between TPG and Mansueto was self-evident. We helped shape the client's vision and translate their brand into the physical environment."

Since the location offered sweeping vistas of New York City in all directions, "the design team planned minimal partitions to



ensure that Mansueto would benefit from an abundance of incoming natural light and that the 360-degree aerial view of the surrounding landscape would not be obstructed," says Luc Massaux, design director. "In addition, most of the ceilings remained exposed to intensify the sense of height while giving the illusion of a traditional printing house."

Massaux says the palette used for the space was "primarily light and neutral," helping keep the architectural intervention down to a minimum. The floors are the original poured concrete, sealed and polished. Color is introduced through furnishings such as a striped Fantoni work table, café chairs upholstered in "rouge" and "espresso," and a modular sofa in "lipstick."



An unusual street pattern around the office tower created a unique shape for the building and some unusual design spaces within. "A primary challenge for the project team was to efficiently utilize the obtuse and acute corners of the parallelogram-shaped floor plate," according to Phillips.

"The team met the challenge by weaving conference spaces and breakout rooms into these corners, which seamlessly connected with the open, central work areas," he explains. "In all—including the boardroom, a library, multiple meeting rooms and lounge nooks—there are 19 public/alternative meeting spaces in the Mansueto floor plan."

The goals for lighting included "integration with the architectural vocabulary, flexible light configuration for the pendants and multiple light sources within a fixture," says Massaux. Challenges included "exposed ceilings that reflected light unevenly, various workspace layouts that needed to be lit by one source, and clearances that were sometimes very small due to ducts and sprinklers."

With its flexible design and manufacturing capabilities, Mark Architectural Lighting

was able to help TPG overcome those challenges by developing customized products to meet specific project needs. One custom fixture, which mounts directly on the ceiling surface, utilizes cleanly detailed extruded aluminum housing and staggered T5 fluorescent lamps to create an unbroken line of light. Another is a pendant luminaire that features both T5 and MR16 components in steel housing with a slender profile.

The advantages that Mark brought to the project include “shallow fixtures, a multitude of configurations and products that were designed to fit,” Massaux says.

The completed space has been very well received, according to Jacobs. “Feedback from the client is glowing, and our relationship remains strong. The project has been published in a number of magazines and news outlets, and we tour prospective clients through the space regularly.”

The Mansueto project “is an example of a CEO having a vision for a new workplace, and the successful role TPG played in bringing that vision to life,” Phillips says. “Inspired by Mansueto’s

pioneering spirit, TPG planned the headquarters with vast stretches of open plan areas and common meeting spaces. The approach increased Mansueto’s workplace flexibility and promoted a high level of interactivity. The workstations are configured in clusters—benches, turrets and pinwheels—also increasing efficiency and variety. Office space standards were kept to a bare necessity, and equally sized offices practically eliminated the typical hierarchical layout.”

The 7 World Trade Center building, part of the first phase of construction to be completed around the former site of the twin towers, is the first New York City office tower to receive LEED Gold certification from the U.S. Green Building Council.

