



**Curiosity Advertising** describes itself as follows:

*"It all starts with curiosity... Curiosity Advertising is a unique combination of traditional full-service offerings and unconventional creativity. It was founded on the belief that if we experiment with purpose, if we push with direction, our clients will thrive. Curiosity is what makes us the perfect proportions of daydreamers, scientists and workaholics. It's the driving force behind everything we do; it's what gets us out of bed in the morning and it's what keeps us up at night. Without curiosity, we're just another advertising agency."*

Their new offices are located on the 8<sup>th</sup> floor (and top floor) of the Executive Building in downtown Cincinnati, in a formally dilapidated space that was the original home of the famed Playboy Club. Our team worked with Curiosity during their site search and analysis – ultimately helping them select the location for a variety of reasons including: its proximity to a stop on the new Cincinnati streetcar route; its ability to contribute to an already vital arts and cultural scene (adjacent properties include the Aronoff Center for Performing Arts, the 21C Museum and Hotel, and the Contemporary Arts Center); and the building's historic character, which is being reimagined as a class 'B' office building in the heart of the urban core – responding to their staff's strong desire to be in a creative environment close to where they live, work and play.

The overall organization of the plan is driven by Curiosity's firm culture, work processes, and corporate structure. Their firm culture and work processes call for collaborative team areas, individual head-down focused work spaces and flexible common spaces. To support the firm culture and work processes employees are provided with a series of collaborative "huddle" spaces – both open and enclosed – that support team activities and individual tasks. A kitchenette/bar provides a major gathering spot where creativity and conversations freely flow (due in part to the integrated craft beer tap).

Another design requirement/challenge was that *Insight*, a subsidiary of Curiosity, required that their space be designed in a manner that maintained confidentiality between their work and that of Curiosity's. To provide adequate separation between Insight and Curiosity the collaborative "huddle" spaces, work areas and common spaces are nested together beneath a slightly askew ceiling soffit. The soffit provides a sense of compression mitigating the scale between the two open work areas ranging in height to structure from 14' to 17' and also provided an area to house important building infrastructure. The two separate but united companies meet in the middle at the game room, home of a ping-pong table and countless late-night-cutthroat winner-take-all matches.

The design of the space begins with a central wood plank tunnel (charcoal stained, high-gloss and with exposed fasteners and open horizontal joints), which orients staff and visitors immediately upon stepping off of the elevator. One turns to the right and passes through a bright green "CURIOSITY" wrapper, which incorporates one of their corporate colors. One end of the wood tunnel terminates with and encloses the primary pitch room. The white and grey material and color palette is otherwise restrained, allowing their work, and an impressive collection of rock-show posters and subversive art prints, to take center stage. Conference and huddle spaces are defined by orange carpeting, another corporate color. Large expanses of glass, both framed and frameless, allow for a high degree of transparency and connectivity between internal spaces, as well as to the exterior – providing glimpses of adjacent buildings, streets, and the hills of Mt. Adams. Furnishings were kept black and white; simple and portable, providing for limitless flexibility and rearrangement. A large chalk-paint black wall tucks just inside of and below the ceiling element, providing a long blank canvas. *(The photographs submitted with our application include chalk designs completed live by three area artists during Curiosity's open-house for their clients and colleagues).*

Since moving into their new space in late 2015, Curiosity has realized significant improvements in their internal communications, collaboration amongst staff and business units, and win-rate in their pursuit of new work. Their already dynamic staff is noticeably more upbeat, bringing a renewed spring-in-their-step to the new office environment – a welcome evolution from their previous space.