

Marshberry Corporation: Beauty in Minimalism

With a bold and fresh new brand, Marshberry Corporation sought an office space that would embrace its new messaging, attract and retain new talent, and encourage a culture of collaboration. Previously disconnected by multiple floors with challenging interior spaces, Marshberry aimed to not only unify their team and enhance the experience of their clients but also to add spatial flexibility and versatility to their working environment.

The design balances a vivid, yet minimalist palette, with clean neutrals and measured pops of color & texture. The new space employs a palate of bright white surfaces, celebrating and enhancing natural light while serving as a neutral backdrop for key design features. Brilliant yellow was used to highlight key areas, such as the acrylic panels cloaking the reception desk and adjoining wall of the kitchen and dining area. Reclaimed wood slats flow from ceilings to walls in prominent locations to guide visitors through the offices. Locally crafted with a blend of Pine and Oak, the warm recycled wood alludes to Marshberry's journey as a material entering a new life cycle. Seamlessly integrated lighting is used in the linear wood ceiling. Elegantly suspended pendants create a more intimate feel in gathering spaces. The communal dining features a sliding glass wall for flexibility. Vibrant art and upholstery drawing inspiration from the bold Marshberry logo enliven the gathering space.

With sensitivity to spatial adaptability, brand identity, and user experience, the new Marshberry Headquarters is evidence of beauty in minimalism.