



Case Study:

Building Connections In A Coworking Space

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DFW showroom
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The Essentials

Blueprint + Co is a coworking space for established professionals founded by Shark Tank entrepreneur Daymond John.

It caters to seasoned executives and entrepreneurs who want to be part of an exclusive network that connects them with other influencers and innovators.



“I wanted to design a coworking space for people who are ready to work.”

Daymond John, Founder And CEO

Their Challenge

Blueprint + Co needed an active office that met the collaborative needs of a coworking environment, but also provided the kind of high-end look that their sophisticated clientele expects. Because the nature of a coworking space is constant change and collaboration, and because it's a quickly growing young company, scalability and flexibility were must-have features.

Our Solution

Our design team consulted with the Blueprint + Co. team to plan a space that's agile, open, and conducive to maximum productivity. Our white glove service team was able to complete the whole setup in a matter of days. We gave them complete sit-stand workstations plus lighting, storage, and QuickFlex Walls that were easy to move and reconfigure. The commercial-grade materials, powder-coated steel, and high-end laminate finishes looked great in the industrial Manhattan space.

Desk for Pros

The Standing Desk 48x32, designed specifically for Blueprint + Co., is the perfect workplace innovation solution for a situation that blends seasoned professionals with the energy and collaboration of a coworking space.

It provides a sturdy and substantial work surface that's easy to adjust up and down, but also easy to move and manage when you want to rearrange or reconfigure your space.





“Anything that we needed, the team would think ahead of us. They over-delivered.”

Daymond John, Founder And CEO

Finishing Touches

The modern industrial aesthetic of the Blueprint + Co space was a perfect canvas for our Standing Desk 48x32 in a clean, white finish and the minimalist silhouette of our Halo Pendants.

The result is a space that reflects the people who work there—streamlined and polished but also bright and energetic. Most importantly, it's a well-designed professional workspace that every member will be proud to bring clients into.

Spotlight on Lights

Our Halo Pendants provide an attractive modern lighting solution that plugs directly into outlets suspended from the ceiling.

When it's time to rearrange things, they can be moved and re-hung quickly and easily—no electrician necessary.



Just the Facts

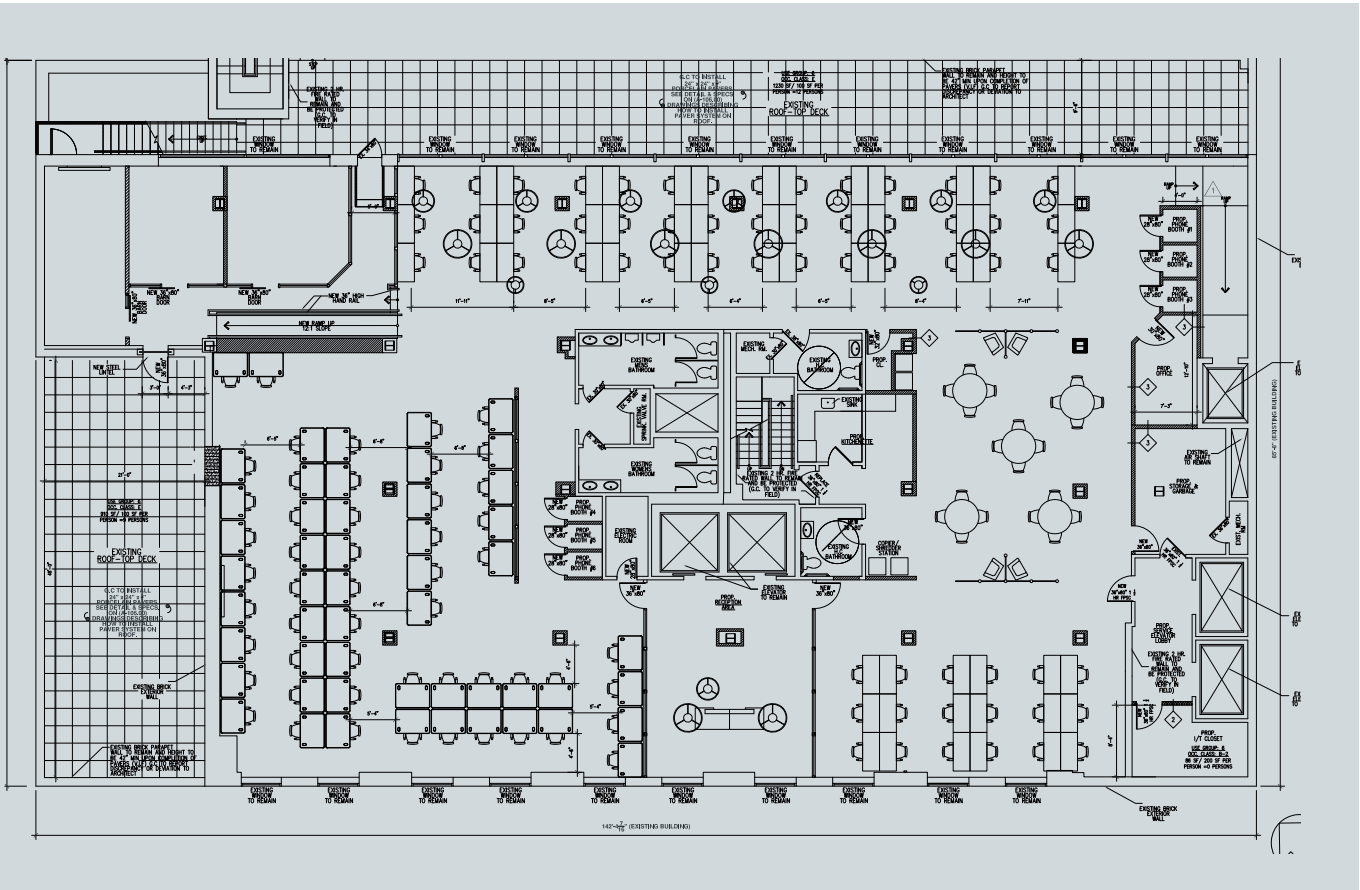
Location:
Midtown Manhattan, New York City

Price/sq ft.:
\$17 sq ft

Office:
17,000 sq ft

Production cost:
\$280,000

Workstations:
152



Shop the Product:



Halo Pendants



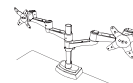
Active Seat Basic



Standing Desk 48x32



Table 60x30



Dual-Monitor Arm 180 Degree



Slim File Cabinet