

ONSITE

MTV NETWORK



HAWORTH®



MTV Networks connects to its seaside location by using a stylized oceanliner for a reception station.

Challenge

The Wall Street Journal once described MTV “the arbiter of hip.” Nickelodeon has taken over the night. And VH1 personifies cool. The sum of these parts is MTV Networks, a wildly successful and sophisticated global corporation. In 1995, MTV Networks decided to establish its first stand-alone headquarters on the West Coast.

The architecture and interior design firm of Felderman & Keatinge Associates faced several challenges:

- Celebrate MTV Networks’ sense of humor and whimsy.
- Create a feeling of home.
- Design a fun yet functional environment with a unique identity for each floor.
- Relate to MTV Networks’ evolving audience.
- Connect to the seaside Santa Monica location.

RACE makes a sweeping visual statement, while creating individual work stations and team spaces.

(Cover) A giant talking head enlivens the first-floor lobby of MTV Networks.

Solution

Felderman & Keatinge's design celebrates MTV Networks' video chic and Santa Monica's sun, sand, and surf.

Giant talking heads co-star in the first-floor lobby. Programs from MTV, Nickelodeon, and VH1 flicker from television monitors serving as eyes and mouths. Across the sand-colored floor, a bright red boat stands in as a reception desk.

Felderman & Keatinge's outside-in, home-away-from-home feel continues on each of the five floors. The outside walls of offices masquerade as street-side facades of "Ozzie & Harriet" bungalows and "I Dream of Jeannie" beach houses. Several of the walls mimic low green hedges, creating a neighborly, gossiping-over-the-back-fence atmosphere. Haworth's RACE, system with a special naked finish and maple laminate work surfaces poses as ultra-cool track housing. The ribbed glass panels give a "looking-out-the-kitchen-window" perspective on work.

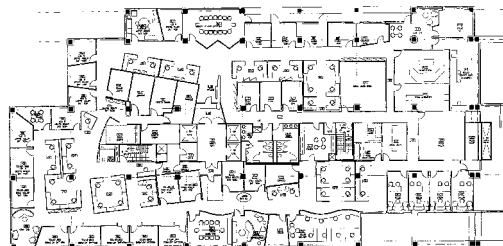
Sun, sand, and surf can be seen in the fifty-foot surfboards hanging from the ceilings and the curvy, wave-like walls on the second and fourth floors. The third floor houses production and project teams arranged in RACE work stations centered around "kitchen" tables for teaming.



The ribbed glass panels on RACE give MTV Networks' employees a "looking-out-the-kitchen-window" perspective on work.



Curvy, wave-like walls and a bank of Crossings lateral files lead into a corner lounge furnished with "ponies," concept seating from Haworth.





Enhancing RACE with a natural metal finish and ribbed glass puts an MTV spin on its unique aesthetic.



Detail: natural metal finish.



Detail: ribbed glass panels.

Impact

Felderman & Keatinge chose RACE for its versatility in creating individual work stations and team spaces, and for its sweeping visual statement. "RACE has a nice retro feel. Enhancing it with a natural metal finish and ribbed glass put an MTV spin on its unique aesthetic," explains Nancy Keatinge. "RACE's beam structure gives a sense of permanence, and it's solid. MTV Networks' employees are youthful and exuberant — leaning across their RACE work stations and sitting on them."

For Tom Freston, CEO of MTV Networks, their West Coast headquarters puts the fun back in function, striking a nice balance between the innovative image and the hard work that together make MTV Networks. "We have offices all over the world and this one is clearly head and shoulders above any other," says Freston. MTV Networks' employees love the homey warmth and community atmosphere of Felderman & Keatinge's design. They appreciate the fast-paced, technology-based performance delivered by Haworth's RACE system.

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Credits

Client	MTV Networks
Project Designer	Felderman & Keatinge Associates Santa Monica, Cal.
Program	MTV Networks West Coast Headquarters in Santa Monica, Cal., including MTV, Nickelodeon and VH1, conference areas, living rooms, clerical work station, production floors
Project Scope	110,000 sq. ft. 240 work stations
Haworth Dealer	Unisource, Pico Rivera, Cal.
Haworth Furniture	RACE® with special ribbed glass, naked finish, and maple laminate work surfaces; Crossings® pedestal, and lateral files
Photography	Toshi Yoshimi Los Angeles, Cal.