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Georgia Tech ATDC

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Flexibility is a matter of concern for any company today as it adapts to changes in technology and the economy. For tech-based organizations, flexibility can become a number one priority, as it was in the design of the new headquarters for the Advanced Technology Development Center (ATDC) of the Georgia Institute of Technology.



Not only does the technology industry shift and change more than most, but as an incubator for Georgia entrepreneurs, the makeup of ATDC regularly shifts as it guides its graduates out into the world while simultaneously taking young startups under its wing. This means that not only people but entire companies and office uses change regularly at ATDC, which made high-quality, substantial furniture that was easy to move, like **if** Systems furniture, a priority. SMED walls give even more flexibility for creating private office spaces.

Other priorities for ATDC's new headquarters included bringing together the startups and their people into a single location, adding conference space and creating a more professional image.

In the new building, all of the startups are in a single location and most are on the same floor, providing more opportunities to interact, collaborate and learn from one another than when they were spread out on Georgia Tech's campus. Not only is everyone located in closer proximity, but there's an abundance of conference rooms and meeting space in the new headquarters — 14 shared conference rooms plus a board room and the Entrepreneur's Resource Center, which serves as a casual meeting space and also offers Internet access, many business publications and other resources. Finally, both the move to midtown Atlanta and interior

design decisions, like the choice of furniture systems, have given the startups the kind of professional, business-like setting they need for client meetings and other interactions with the public. These decisions represent a big step up from the heavy, surplus state furniture ATDC startups used while on campus.

It's obvious that ATDC has benefited greatly from the changes, but so has the city of Atlanta. Georgia Tech's expansion into midtown has created a whole new neighborhood known as Technology Square, which celebrated its grand opening in October 2003. Chris Downing, ATDC's associate director, says "It's an exciting environment — the place to be if you're a technology company in Atlanta today."

