

WORKPLACE

Full Circle

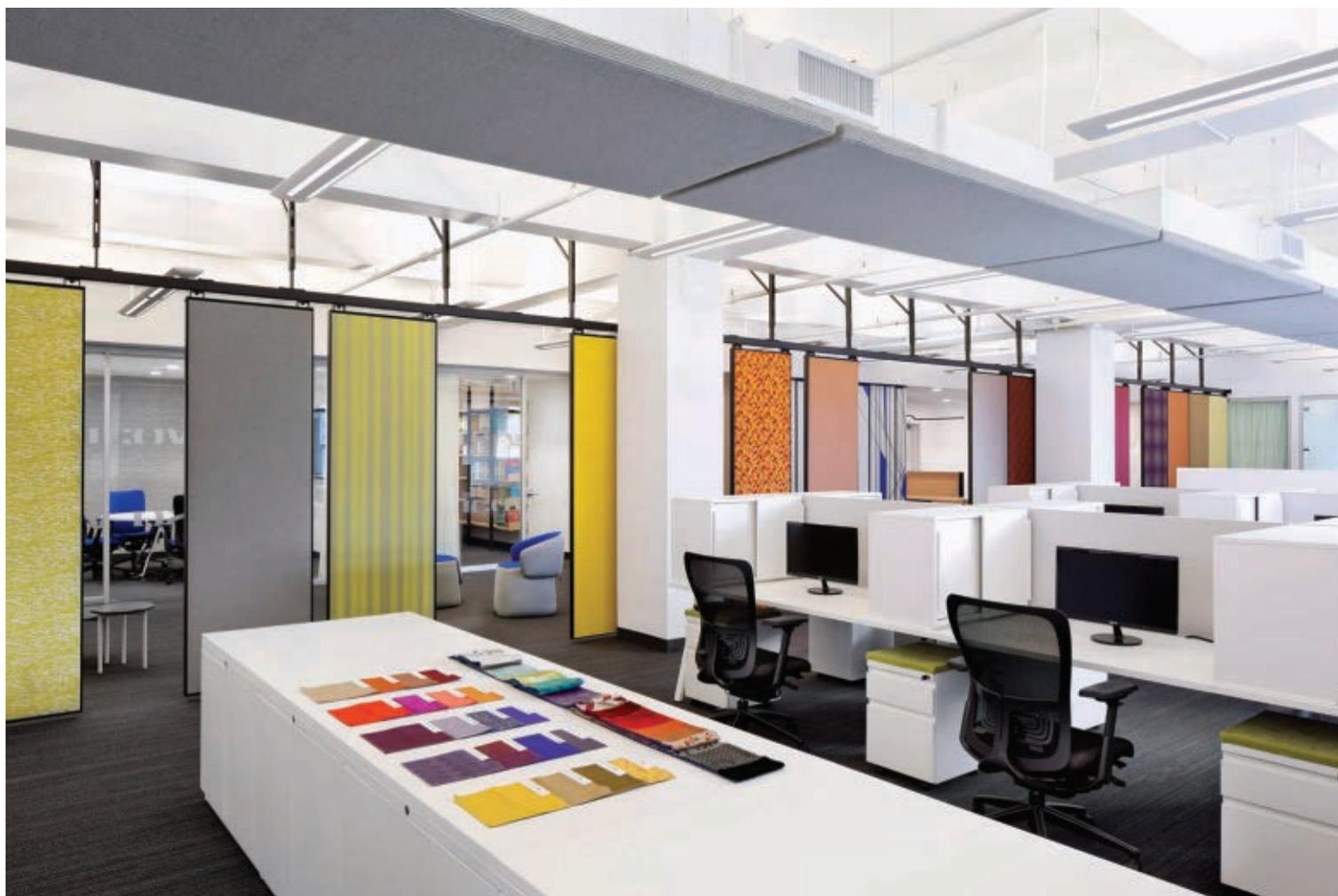
This has been a landmark year for Wolf-Gordon. The wall-coverings, textiles, and surfaces company kicked off 2017 with a handsome publication, *Sample Book*, to mark its 50th anniversary. It then unveiled its new corporate headquarters in New York's Chelsea neighborhood, designed by architecture firm Lewis Tsurumaki Lewis, this past April.

For Wolf-Gordon president Rick Wolf, the move back to Manhattan from the previous location in Queens was a way to connect better with customers and collaborators. But it also held personal significance—his father, along with three partners, cofounded the company just

eight blocks away. “We were even able to track down the phone number we had then, and get it back,” Wolf said at the opening of the new office.

The space may have a link to the past, but the design is resolutely contemporary. The strategy, says architect Marc Tsurumaki, was to “present the staff with the products they collectively design and bring to market. These elements become the very means to organize and transform the space.” The firm created a custom installation of sliding panels that enclose—or reveal—the office’s “town square.” Each panel has two demountable surfaces to showcase over 40 surface materials in all. Around this central area are arrayed conference rooms, a library, the design studio, the general desking area (below), and the executive offices.

Thoughtful touches abound throughout the space. “Everyone with an office got to pick from the original artworks and wall-coverings that designers have created for us over the years,” says Marybeth Shaw, Wolf-Gordon’s vice president of product design and marketing, who played a pivotal role in the development of the new headquarters. She worked with creative agency Karlssonwilker Inc. to showcase the company’s capabilities in every design detail, including a custom digital wall-covering for the entry, signage rendered in Wolf-Gordon wood veneers, and even a wall above the waste receptacles covered in the dry-erase coating called Wink. Designers will use that space year-round to illustrate issues related to sustainability, waste, and the life cycle of materials, including Wolf-Gordon’s own. —A.R.



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