



INNOVANT CASE STUDY

CLIENT: Gravillis, Inc.

DESIGNER: SmithGroupJJR

LOCATION: Los Angeles, California

FEATURED PRODUCT: FORm_office & Big Table



THE CHALLENGE

In 2013, Los Angeles-based visual communications company Gravillis had outgrown its small backyard studio, turning its sights on a new downtown office space. Eager to spread out, the 13-person team sought to maintain its original close-knit atmosphere in a larger, more open environment. Despite embarking on a major office expansion, SmithGroupJJR's Design Principal Mark MacVay was tasked with designing a space that would preserve



Gravillis' "communal spirit." Plans for the new office stipulated a sophisticated, open plan furniture system that could support the office's highly creative, fast-paced work.

THE INNOVANT SOLUTION

Innovant's FORm_office benching product was selected for its functionality and aesthetics. Configured in three compact rows of six positions each, FORm_office is the platform for the designers' creative work. The designers are able to shift across the work surfaces, which will support Gravillis in densifying its workplace as the company continues to grow. Innovant's signature FORm_office profile design complements the bold graphics and aesthetic flourishes incorporated throughout the space. Offering a dual product solution, Innovant's Big Table was also selected for the conference room, which greets visitors from behind a glass wall in the reception area.

THE RESULT

The new Gravillis office is a self-described "boutique-family environment," exceeding the original expectations of the expansion. The office has been featured in Interior Design and was an honoree for the magazine's 2013 Best of Year Awards.