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## **ZENDESK SAN FRANCISCO HEADQUARTERS**

Location:	San Francisco, California	Project Team:	Seth Hanley	Design Lead + Project Architect
Size:	75,000 SF		Zach Meade	Co-Lead Designer
Architect:	Design Blitz		Amanda Eckes	Interior Designer
Completion:	June 2014		Chris Baumbach	Technical Documentation
Photography:	Bruce Damonte	Contractor:	Balfour Beatty	

Experiencing rapid growth, Zendesk needed to expand to an additional building in San Francisco. Zendesk's new office marks its second building on Market Street, creating an urban campus that assists in the revival of the long-neglected Mid-Market neighborhood. The new building not only serves as a headquarters for the growing Zendesk team, but also as opens its doors as a communal hub for local businesses and residents.

The qualities of being airy, humble, charming, and uncomplicated are what make up the core of Zendesk's brand attributes, and were used as guiding principles for design. Zendesk wanted the space to feel light and open, but also varied and textured. By including secluded and darker spaces, Blitz created a contrasting atmosphere that emphasizes the airiness of the open office. Organic materials were selected throughout to harmonize with the building's existing finishes and emphasize Zendesk's humble qualities. The company's charming attributes are also evident throughout, from the ground floor devoted entirely to reception, to pops of green cheekily inserted into the calm and neutral palette. Finally, Blitz took a reductionist approach, looking for opportunities to reduce rather than add. The result is an uncomplicated yet thoughtful space that combines minimalism with warmth.

Another key design influence was the Danish concept of "hygge," which roughly translates to "coziness." Blitz created spaces with lowered ceilings and muted lighting, finished with soft, acoustic wall coverings and natural materials to create an inviting contrast to the bright and large open office area. Custom-designed booths create cozy refuges for meetings and focused work. Wood canopies extend from the kitchens, providing additional nooks and shelters. The new office blurs the line between home, hospitality, and workplace, merging all the comforts and qualities of each.

## **ABOUT DESIGN BLITZ**

Design Blitz was founded in 2009 by Partners Melissa Wallin and Seth Hanley. As a full service architecture and interior design firm, we provide the complete range of architectural services required to take a project from programming through construction. Though our focus is the built environment, we are committed to total design solutions - balancing buildings, branding, and experiences.

Design Blitz leaves many of the inefficient conventions of traditional practice behind by systematizing delivery, removing unnecessary management layers and leveraging technology to reduce errors, paper, and shorten the feedback loop wherever possible. By removing the barriers to open communication and flattening the delivery process, we deliver high quality projects faster.

In short: We Blitz It.