



Building a strong corporate brand through interior design and furnishings

DirecTV Requirements: DIRECTV was moving into their new, 90,000 sq. ft. space. They needed to accommodate their Creative Services and Engineering groups, as well as create a clean, bold architectural look which would reflect the DIRECTV brand while providing a footprint for future DIRECTV campus renovations. Also, the user groups required individual workspaces that would foster creativity, while allowing for privacy when needed.

IOS Solutions: The project team from Interior Office Solutions and Gensler suggested the Haworth Compose system for its clean architectural lines, its durability and its value. By using taller panels and sliding, frosted acrylic doors, each workstation has the feel of a private office rather than a cubicle, and allows much of the natural light to penetrate the interior of the space. The look of the Compose system follows the architectural feel DIRECTV sought in their furnishings. The DIRECTV headquarters installation was completed within a very aggressive time schedule. The user groups were thrilled when they moved into their beautiful new work environment.



PROJECT SPECIFICS:

- 90,000 sq. ft.
- 165 Haworth Compose workstations
- 58 Haworth X-Series private offices
- 10 Haworth Masters Series private offices
- Haworth X-Series lateral files
- Haworth Zody guest seating
- X-99 Seminar seating
- Ancillary Furniture: Bernhardt, Martin Bratrud, Fritz Hansen

DIRECTV AT A GLANCE:

DIRECTV is recognized as the world leader in satellite television broadcasting, with service to millions of customers nationally, and a rapidly growing presence in several international markets.