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DNA Studio is a 6,000 square foot interior renovation for the internet entertainment firm DNA Studio in the Meat Packing District of Manhattan. The program included a reception area, two conference rooms, a computer server area, storage rooms, a mail room, a staff common area and an open office area to initially accommodate 10 staff members and facilitate expansion to 50 staff members within a year. A modular system for the layout of the open office area was developed to enable the variability of workstation arrangements sought by the client. All furniture and fixtures were custom designed and constructed of lightweight materials and placed on casters to enable their reconfiguration to a location within the module which was grafted on the office floor as a super-graphic. A video installation at the reception area consisted of a large digital display and surveillance camera which placed people who entered the office into video of remote contexts such as downtown Tokyo or a Brazilian rainforest live. This form of re-contextualisation of visitors to the office had the effect of communicating the global reach of DNA Studio and the potential of their medium to exact a powerful effect. In addition to the design of the interior, fixtures and furniture, the design included a flexible networking solution which was visible and expressed as a motif of the project.

