

# Case Study | Visioning For Pepper Hamilton

Pepper Hamilton LLP, a 100 year old national law firm planned to open a new branch office in downtown Boston. Intent on attracting clients from the Technology, Financial Services, and Life Sciences sectors, they also wanted to be able to attract top talent with a forward looking facility. And wanted to project the image of a venerable firm with a solid history of high level legal representation.

A wide range of strong viewpoints were expressed, that ranged from a traditional look (solid, secure) to cutting edge modern (high tech environment)



**Traditional**



**Transitional**



**Contemporary**

(above)

Cubellis challenged the firm to reflect on who they were, and helped them distill the message that the design of the new offices would deliver. Through an interactive visual Visioning Exercise, we questioned, listened, and learned. We created a Design Statement that was a summation of input we received throughout the exercise. Then we crafted a space that represents the true Pepper Hamilton.



**Sample Image**

(left)

- "No wood floors"*
- "Reception and elevator lobby should look seamless"*
- "Reception/lobby should look different than the rest of the space"*
- "No chandeliers"*
- "Recessed lighting preferred"*

(right)

- "No glass on reception desk transaction top"*
- "Wood paneling behind desk is nice"*
- "Ceiling soffit over desk not appealing"*



**Sample Image**

(right)

Finally, we created a Design Statement that was a summation of input we received throughout the exercise.

*"The Boston office is permanent and is willing to think creatively to find solutions. Pepper Hamilton wants to differentiate itself from other Boston firms. We want a Transitional/Modern look that will help us be memorable"*

Then we crafted a space that represents the true Pepper Hamilton.



**Computer Rendering**