

Advisory Board Company, Member Center

Washington, DC

Interior Architecture

As a global research, technology, and consulting firm, Advisory Board Company partners with member organizations around the world in both healthcare and education sectors. To better serve their members, ABC desired a sophisticated, high-end learning and networking space where members would spend numerous days intensively learning and interacting with their host and peers. The goal was to design a space that was welcoming and modern to engage, honor, and enlighten ABC's members.

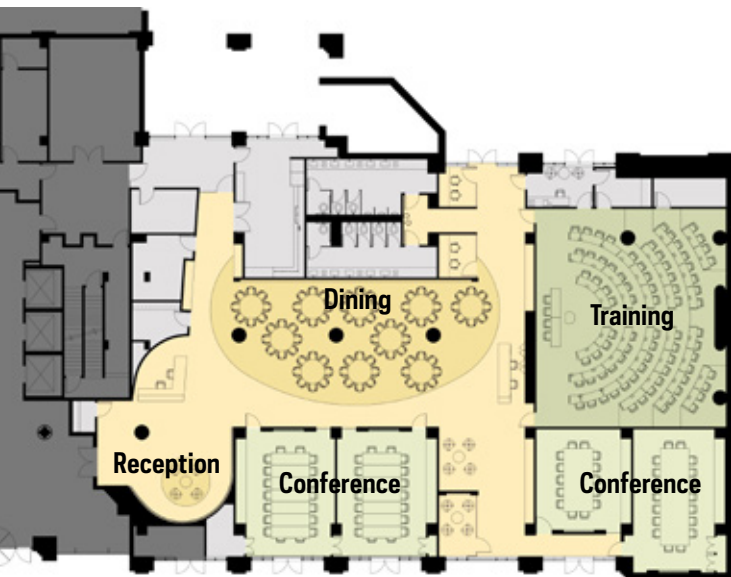
Since membership is at the core of ABC's business model, they wanted to represent and honor them throughout the space. Upon entry, visitors are immersed in a space defined by a curtain wall of 4,700 acrylic rods, each etched with member names, and lit from above. Members can find their company names on the rods using a touchscreen recessed into an adjacent column. The central dining area ceiling features a translucent, luminous dot patterned fabric representing ABC's mission in binary code - a dual reference to both technology and cellular form. Collaborative areas include one classroom and four conference rooms. The classroom features white wood slats, a perforated plaster ceiling, and custom milled walnut tables. This rich mixture of materials offers acoustic benefits, visual scale, and a calm learning environment.

The design team utilized a neutral color palette for finishes, such as white marble, white lacquer panel, dark gray slate, stainless steel, and dark walnut to add warmth. Organic elements like the natural moss features and bear grass laminated glass were incorporated as well. Technology, graphic content, and signage are carefully woven into the design of the space. These natural materials and organic elements provide a calming environment allowing the client's members to focus on learning and networking when in the center.

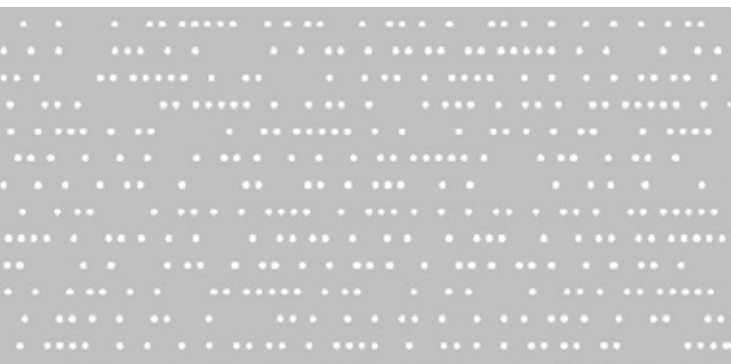


Member Curtain Acrylic rods form an immersive, luminous wall that welcomes guests. A touch screen directs visitors to the location of specific member names on the rods.





Floor Plan



Ceiling graphic pattern in binary code



Central Dining This space features a translucent luminous ceiling with a dot pattern integrated into the fabric representing ABC's mission in binary code. A 50' long media wall displays dynamic and changing content throughout the day.





Classroom The design team incorporated state-of-the-art technology features including the hidden outlets for individual use, speakers at every other seat, and the ability to project presentations on the glass board.



Conference Room Natural slate, walnut accents, neutral fabrics, art, and operable partitions with writable surfaces are integrated into a space that is calming yet technologically rich and versatile.







Organic elements such as natural moss features and bear grass laminated glass were incorporated into the design to create a soothing connection with nature.