



A DIGITAL AD AGENCY COMES OF AGE AND USES AN ICONIC STORYTELLING DEVICE TO TELL THEIR OWN TALE.

PROJECT NAME

Planit

PROJECT LOCATION

Baltimore, MD

PROJECT CATEGORY

Architectural Design
Commercial / Industrial

PHOTOGRAPHY CREDITS

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Photography

Planit is a Baltimore-born, award-winning communications, marketing, and interactive ad agency. Following a period of impressive growth, the company soon found themselves short on workspace. The company's initial plan was a sensible 5,000-square-foot expansion of their Class-A office fronting the city's Inner Harbor.

But the edgy ad agency quickly realized that this was not a time for small plans. There was a strategic opportunity to champion their arrival and build a more immediate connection with the city they call home. So they scrapped their in-place expansion and secured the former King Syrup facility—a highly visible property that was filled with gritty industrial character and seeking a tenant. It was also large enough to accommodate Planit's ongoing growth.

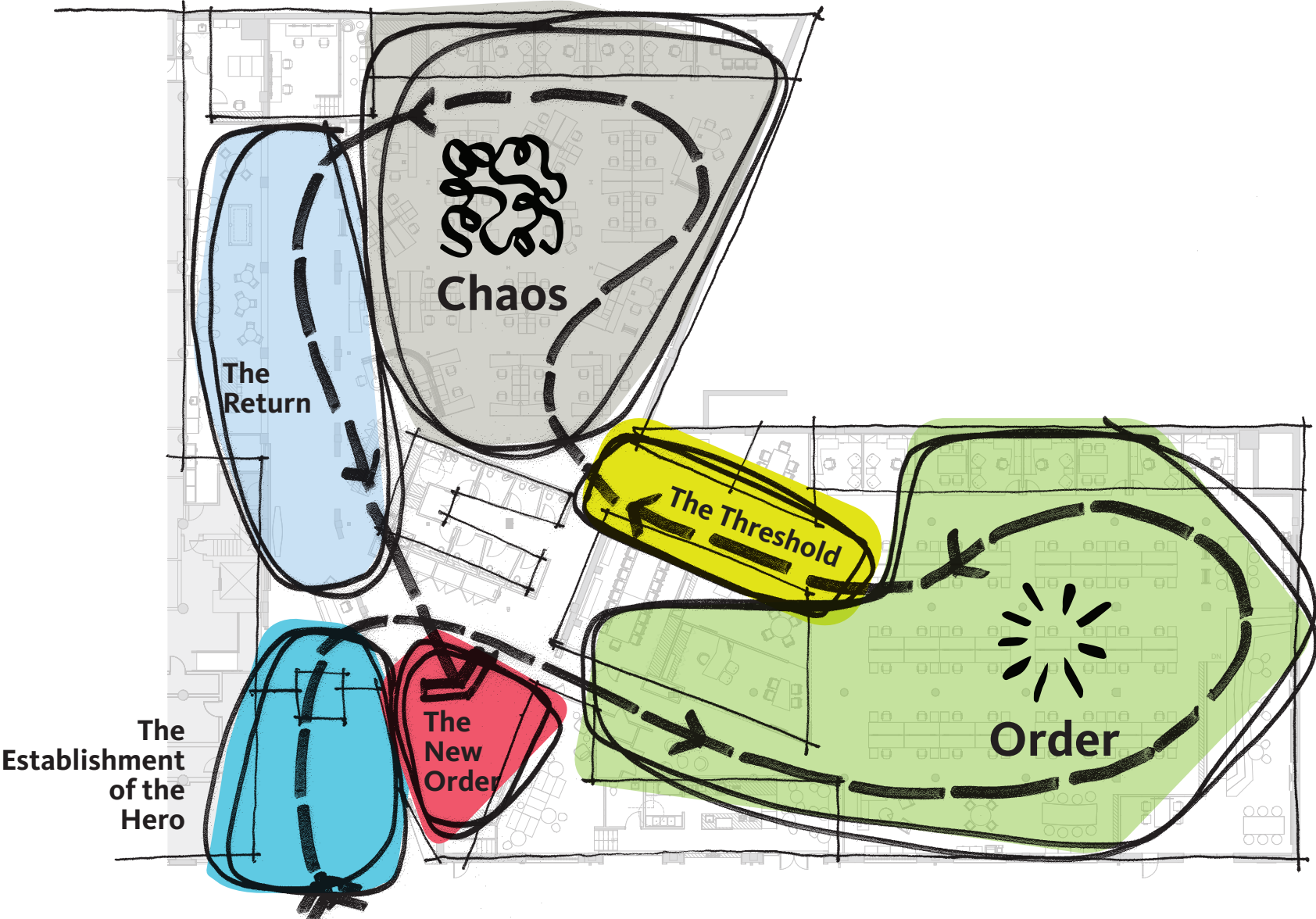
Beginning with a visioning session that helped Planit articulate how they saw themselves evolving and how their workspace would support that evolution, the design team began laying the groundwork for an environment that, in Planit's words, would make the agency "better, smarter, faster, cooler." And because Planit is a collection of storytellers, the design embodies the world's most universal story framework—the Hero's Journey.

Mirroring the hero's travels from order to chaos to a new order, the design moves from the clean horizontal and vertical linearity of the account services space (order) to the jumbled diagonals of the creative services area (chaos) and finally to the tranquility of the viewing room (new order).

Among the typical office space, the program required space for a booze bar for socialization, a video editing suite that would be a focal point, a non-traditional conference room that would serve as a viewing space for client presentations, bathrooms that would be a conversation starter, and most surprisingly, a coffee house that will serve as a way to connect with the neighborhood and a testing ground for their work.

The design also preserves many of the building's original industrial features, including sliding fire doors (which are no longer functional), exposed brick, and concrete floors. In maintaining these historical elements, Planit's space keeps alive the memory of the King Syrup facility and Baltimore's industrial past while also serving as an inspiring setting for the city's modern-day creatives. In effect, the space acts as a linking device, joining the story of yesterday to the story of today and Planit's fully realized success.

BETWEEN ORDER + CHAOS





DAYLIT DOUBLE HEIGHT ENTRY



“ORDER”



THE "THRESHOLD"



Writes her own anti-boredom blog.



MROYAL Safety Poster

MROYAL



“CHAOS”



DON'T
BE A
DICK.

OFFICE & HUDDLE ROOMS



GATHERING SPACE



“NEW ORDER” (VIEWING ROOM)