

Project Profile

MediaMath



Multi-Purpose Collaborative Space

Location

4 World Trade Center
44 - 46th Floors
New York, NY USA
*Global Headquarters

Industry

Marketing + Technology

Size

106,000 SF

Employees

300+

Completion

2015

Furniture Dealer

Henricksen

Design Firm

Jennifer Carpenter Architect

Real Estate Broker

CBRE

Building Manager

Silverstein Properties

General Contractor

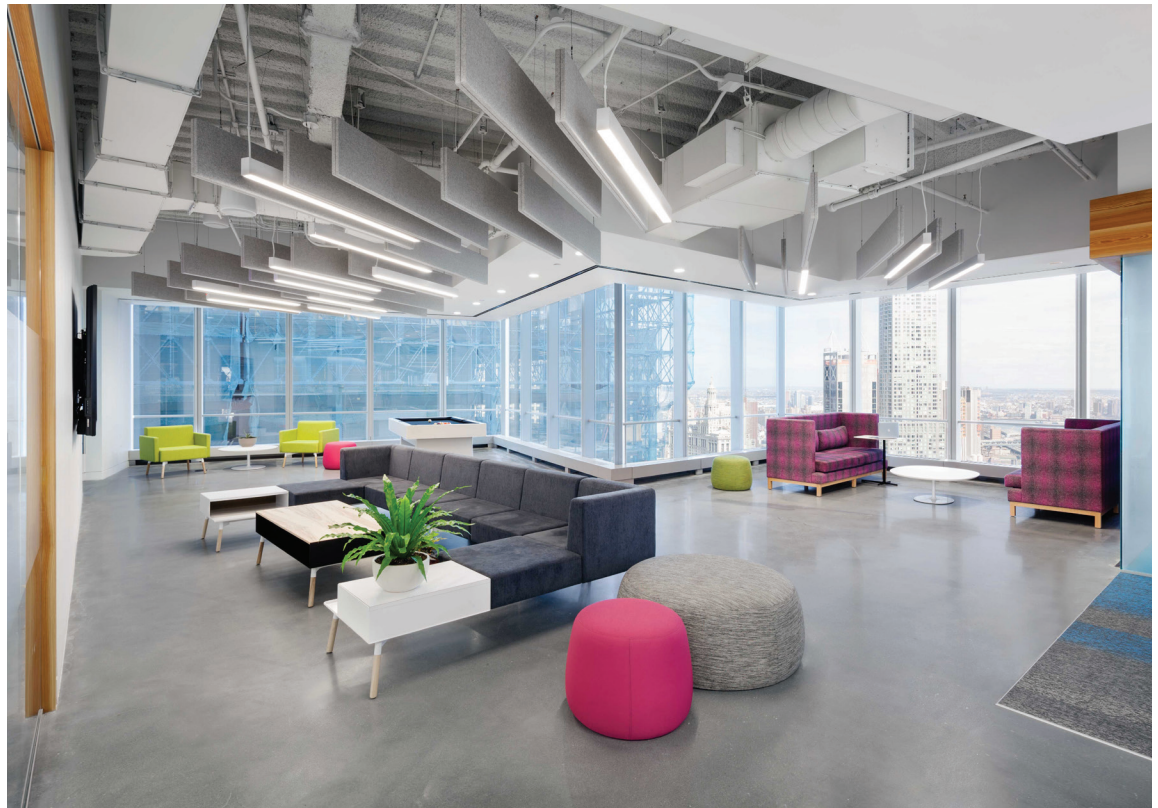
Petretti & Associates

Products Specified

Allsteel, Arper, Bernhardt,
Boss Design, BuzzieCube,
Davis, Encore Seating,
Figueras Seating, HighTower,
HON, Howe, HumanScale,
Keilhauer, Lignet Roset,
Janus et Cie, McCorkle
Designs, OFS, SitOnIt,
ThreeH, Watson Desking,
and Wilkhahn

Photographer

Barkow Photo



Multi-Purpose Collaborative Space

MediaMath is a global technology company that's leading the movement to revolutionize traditional marketing and drive transformative results for marketers through its proprietary software.

In its move to 4WTC, MediaMath consolidated 300 New York based employees from three Midtown locations to create a new global headquarters.

MediaMath built its company with the goal of making a statement. It viewed the new office as an opportunity to allow the 8 year company to provide infrastructure for its future and grow, thoughtfully. The furniture selections support the various aspirations of the company, including MediaMath's desire to host partners and clients, support its employees in the development of emerging innovations, and to provide a welcoming

and flexible office that can serve as a hub to the broader tech and media ecosystem.

The interior design strategy focused on producing a 'calm hive' of activity where intense, detail oriented work can occur - whether heads down or collaborative in nature - in a collaborative and creative environment.

In the weeks leading up to the move, Joe Zawadzki, CEO of MediaMath, said "The two and a half floors that we'll occupy in this brand new building will bring a lot of important features to MediaMath's Global Headquarters— state of the art office systems, proximity to top publishers and advertisers, enough conference rooms to actually accommodate our team, dedicated classroom space, and some fun features like yoga rooms, communal areas and breathtaking views."



Open Office / Workstations



Workstations / Teaming Room



Phone Rooms



Auditorium



Reception / Atrium