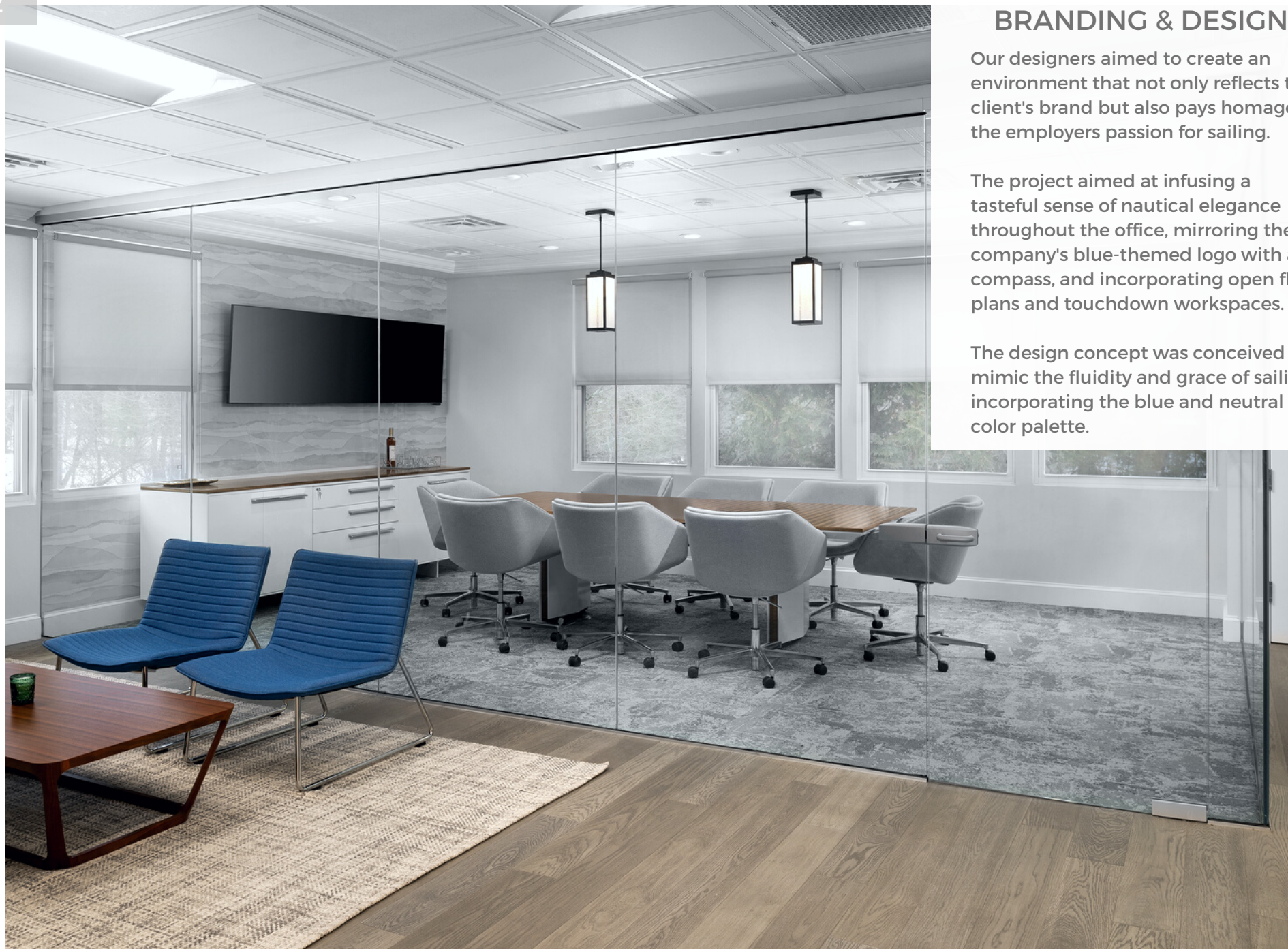




PARISI GRAY CASE STUDY



BRANDING & DESIGN

Our designers aimed to create an environment that not only reflects the client's brand but also pays homage to the employers passion for sailing.

The project aimed at infusing a tasteful sense of nautical elegance throughout the office, mirroring the company's blue-themed logo with a compass, and incorporating open floor plans and touchdown workspaces.

The design concept was conceived to mimic the fluidity and grace of sailing, incorporating the blue and neutral color palette.



MODERN DESIGN

The first impression and creating a space where a client feels welcome is crucial, and the design team addressed this by revamping the lobby and front desk area.

Modern design elements, custom furniture, and strategic floorplans were introduced to create a welcoming and sophisticated entrance that resonated with the overall aesthetic.

This space will not only impress clients but it will also give structure to the business.



TRANSFORMATIVE LOBBY

Included in that welcoming and impressive first impression is an updated lobby space.

Clients will not only be able to just check-in but they can comfortably wait for their meeting in an updated space that includes custom and comfortable furniture.

The addition of including a television in the design of the lobby space was intentional by our design team as this gives anyone in the lobby area a way to pass the time as they wait to be met.



WORKPLACE WELLBEING

Understanding the importance of employee well-being, the firm introduced a full gym with shower facilities. This space was designed to provide a refreshing break

The use of mirrors further expanded the visual space, creating an illusion of openness.

Adjacent to the gym area, the design incorporated a luxury shower. This addition eliminated any logistical concerns related to personal hygiene post-exercise.





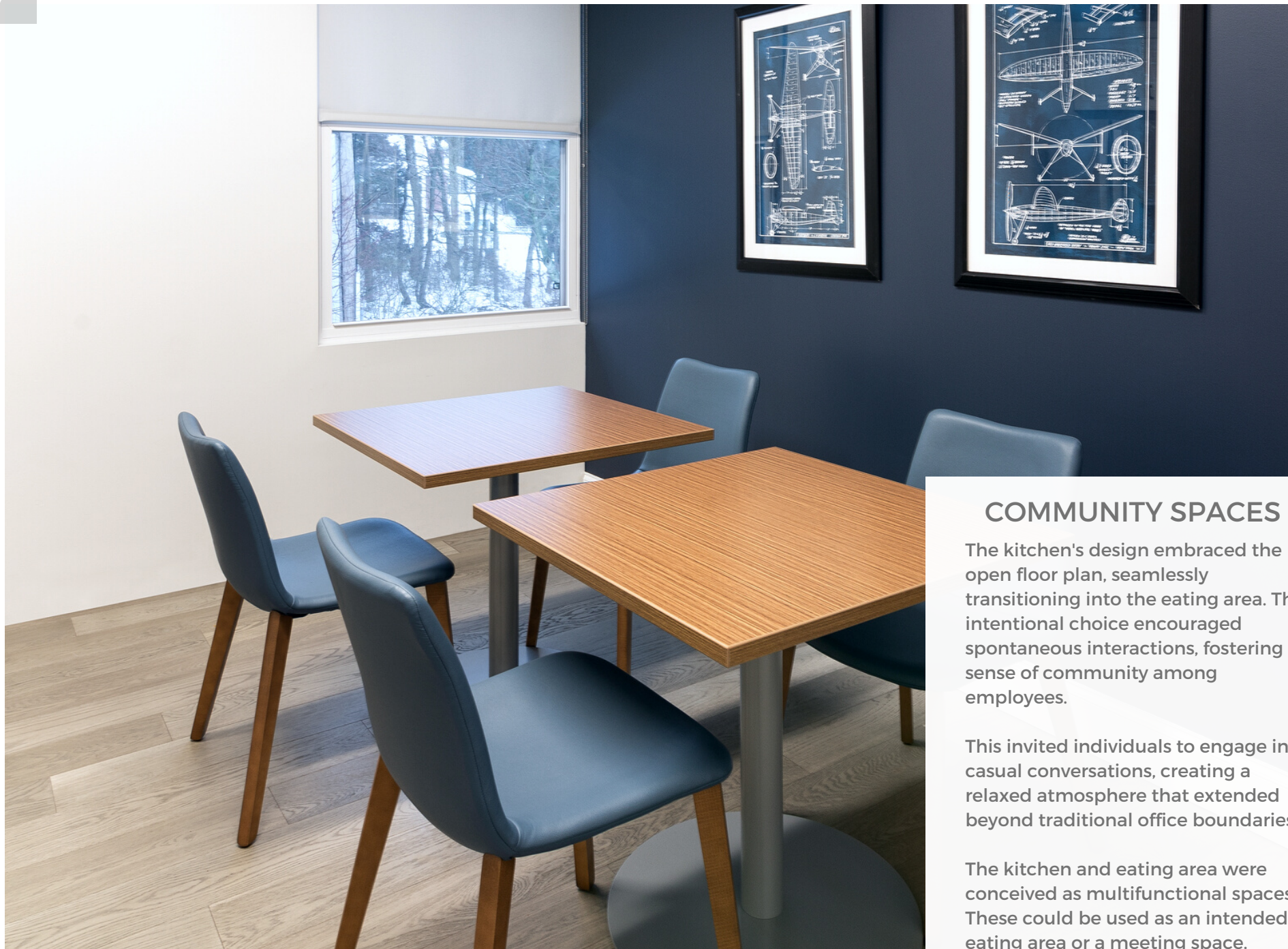
MULTIFUNCTIONAL SPACE

The kitchen and eating area were designed to give a sleek and updated look to the space but also keep the resemblance to nautical style.

The space is characterized by marble countertops, marine-inspired tiled backsplash, and updates fixtures and appliances.

The color palette mirrored the deep blues and whites associated with maritime aesthetics, creating a cohesive look that resonated with the overall theme.

It serves as a multifunctional space for casual dining and team collaboration.



COMMUNITY SPACES

The kitchen's design embraced the open floor plan, seamlessly transitioning into the eating area. This intentional choice encouraged spontaneous interactions, fostering a sense of community among employees.

This invited individuals to engage in casual conversations, creating a relaxed atmosphere that extended beyond traditional office boundaries.

The kitchen and eating area were conceived as multifunctional spaces. These could be used as an intended eating area or a meeting space.



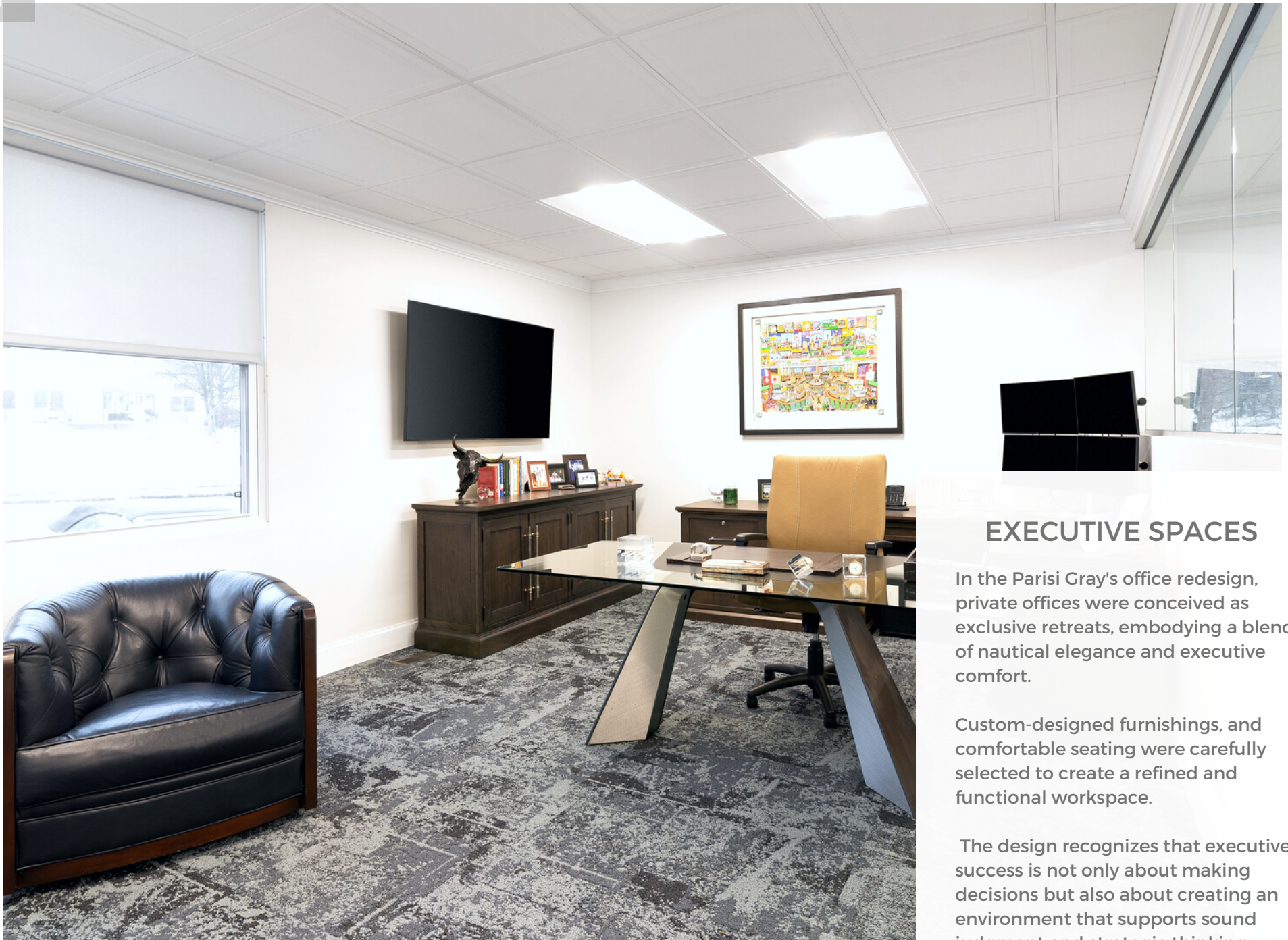
SPACIOUS & ENHANCED

To enhance collaboration and create an airy atmosphere, the design team proposed installing glass walls to open the space and mimic an open floor plan while still providing the necessary privacy.

Glass walls were strategically installed, allowing natural light to flood the space and providing a sense of transparency that aligns with the principles of the wealth management industry and company.

The openness also fosters a dynamic and inclusive work environment.





EXECUTIVE SPACES

In the Parisi Gray's office redesign, private offices were conceived as exclusive retreats, embodying a blend of nautical elegance and executive comfort.

Custom-designed furnishings, and comfortable seating were carefully selected to create a refined and functional workspace.

The design recognizes that executive success is not only about making decisions but also about creating an environment that supports sound judgment and strategic thinking.



NATURAL LIGHT

Nautical-inspired artwork, plush carpeting, and a subdued color palette added a touch of sophistication.

Glass walls flooded the offices with natural light, creating an inviting and energizing atmosphere that enhanced productivity.

The thoughtful design and incorporation of individual preferences not only elevated the aesthetic appeal but also contributed to a workspace.





SUCCESSFUL DESIGN

The meticulous attention to detail, from the lobby to the private offices, exemplifies a commitment to reflecting the brand's identity and creating an inspiring work environment.

Beyond the physical transformations, each space tells a story – a story of sailing, of individuality, and of a collective journey toward success. The rejuvenated office is not just a workspace; it is a manifestation of the company's values, a celebration of its unique identity, and a testament to the power of thoughtful design in elevating both the professional and personal aspects of the workplace.

A modern interior space featuring two blue upholstered armchairs with brass nailhead trim. A large black flat-screen TV is mounted on the wall. A small wooden side table with a metal frame holds a globe. A window on the left shows a snowy outdoor scene. A small table with a coffee machine and other items is also visible.

FS FOCUS STUDIO

sales@focus.us | www.focus.us | 908-751-1800