

# Innocean

Huntington Beach, CA

Intentionally more Pacific Coast Highway than Madison Avenue



LOCATION:  
Huntington Beach, CA

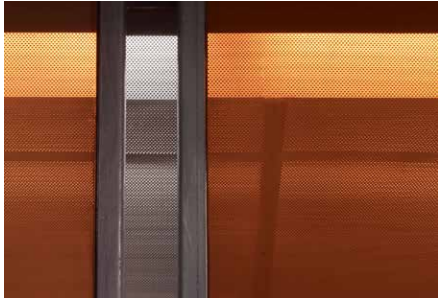
- TAGS:
- BRANDED ENVIRONMENT
  - CUSTOM FABRICATION
  - CUSTOM WORKSTATIONS
  - OFFICE
  - WORKPLACE

Intentionally more Pacific Coast Highway than Madison Avenue, it was important for our client, Innocean Worldwide, an international media agency client, that their headquarters in Huntington Beach reflect their differentiating sensibility and their passion for breaking down category conventions. The executive team preferred a clean, minimalist design in contrast to the creative team, who preferred a more rustic, earthy feel to their space.





The solution is a sophisticated design that doesn't take itself too seriously. A double height reception area was carved out of the two floors of the building to create a sense of arrival, but also to allow for a visual connection within the entire agency. Details are crisp and clean while geometries are varied and involved. The best views from the space to the ocean were given to the communal gathering area which consists of flexible meeting rooms, media lounge, and kitchen complete with in-house barista.



# ShubinDonaldson

## Project Information

**PARTNERS IN CHARGE:**  
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