



**MEDIA CONTACTS:**

Bonnie Quintanilla, 818.681.5777

Phyllis Grabot, 805.341.7269

Zeesman Communications, Inc.



8530 Venice Boulevard  
Los Angeles, CA 90034-2570

T. 310.287.2180

F. 310.287.2185

[www.Environetics.net](http://www.Environetics.net)

Los Angeles New York

## **Environetics Creates Dynamic, Functional Corporate Space for Digital Entertainment Giant**

**Tight deadlines and limited budget result in creative re-use of materials and clean, edgy design for Mobizzo, now part of Jamba, a joint venture between News Corporation and VeriSign, Inc.**

LOS ANGELES, Calif., September 10, 2007 – The explosive growth of digital entertainment has created a revolution in how companies operate, develop, market, and look. Recognizing this, leading commercial interior design firm Environetics was tapped to transform a traditional corporate 17,465 sf office environment into a creative, hip and playful space that housed Mobizzo, now part of Jamba (Jamster in the United States), a joint venture between News Corporation and VeriSign, Inc. Environetics was selected based on its reputation for creating strategic designs that reflect a company's brand image while providing functional and efficient spaces.

“The challenge here was to fit a hip, high tech company into an existing traditional corporate environment. Despite having to adhere to corporate standards, the space required a young and boutique style flair,” said Kam Kamran, senior project designer for Environetics. “We started with a very gray, cluttered space, and created a dynamic, bright environment that accommodated the organization's extensive programming requirements.”

Governed by a limited budget and a tight schedule, Environetics developed a plan to convert two diverse office spaces with a public corridor separating them into one large space. The scheme integrated various size workstations and offices into a well-planned and functional space. In addition, adjacencies, circulation, light and color helped provide the environment necessary to run the business in a more efficient and productive way. In addition, the design included functional spaces for the entertainment company's demanding program requirements that also provided departmental adjacencies.

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## Environetics Creates Hip, Functional Design

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To keep expenses in line, the firm re-used many of the existing architectural elements including doors, sidelights, carpet and ceilings. New materials were implemented strategically where they made the most sense, allowing the budget to be used to enhance more visible locations, such as the reception area. While this approach saved money it presented the challenge of creating a visually seamless and cohesive space.

Upon entering the office, the tone is immediately set by the hip and modern reception area, which incorporates a mix of colors and high tech elements. A curved multi-media wall serves as a display for artwork, a plasma screen and logo, all of which visually communicates the business of the company at first glance. The signage and colors in the reception area, a slick metallic envelope of high tech finishes combined with pops of bright colors for visual stimulation, ceiling soffits, and the colors in the open office areas all reflect the dynamic business of the organization.

The workstations are located in open areas with office spaces along the perimeter for an easy traffic flow. Moveable furniture on casters adds to the overall mobility theme. Standard furniture systems are tied into the color palette with the use of translucent panels, silver panel trim, panel fabrics and chair fabrics to match accent colors. This emphasizes the sleek, vibrant look. Throughout the space, the recurring blue reconnects the visual senses. The colors, tones and textures not only add to the high-tech ambience, but are functional in the way they reflect and spread light throughout the area.

In addition, the plan called for a large café style lunchroom that provided relief from the office environment with space to entertain large groups. The lunchroom, which features playful flooring patterns and bright colored accent walls, is adjacent to a corporate conference room connected by double doors, enabling the café to be used as a catering location for corporate meetings and entertainment.

### **About Environetics**

Environetics is a full-service interior architectural design and space-planning firm that specializes in creating unique work environments that improve employee productivity and enhance image. Environetics' diverse staff consists of space planners, architects, interior designers, graphic and industrial designers, estimators and CAD drafters, all collaborating to identify client space needs and deliver interior plans for maximum effectiveness, efficiency and design.

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**Project Facts**

Owned or Rented: Rented

Type/Function of Space: Corporate Headquarters

Square Footage/Floors: 1 Floor – 17,465 sf

Principal in charge: Rodney Stone

Project Director: Stephanie Boldon

Senior Designer: Kam Kamran

Scope of Services: Programming, Preliminary Plans, Design Development, Construction Document Preparation, Government Agency Process, Project Management

Contractors/Suppliers/Sources:

- General Contractor: MTI Builders, Inc.
- Furniture Manufacturer: Haworth
- Furniture Dealer: Unisource Solutions
- Flooring Contractor: Cor/Tech Commercial Flooring
- Carpet Manufacturer: Patcraft
- Lighting Consultant: Environetics
- MEP Engineers: N/A
- Acoustical Consultant: N/A
- Structural: N/A