



## Authentic Digital Marketing Agency

Location: Richmond, VA  
Market Sector: Corporate  
Size: 16,700 SF  
Year Completed: 2017

Authentic is a digital marketing agency that brings the best of deep technology expertise with strategy, insights and creative exploration to help brands reach their customers and the people they want to be their customers.

*“I know we got it right because employees don’t want to leave, choosing to hang out here at the after work. Clients treat us like WeWork and choose to work here because it’s more inspiring.”*

*Kendall Morris, Authentic Founder*

### DRIVERS

As an ever growing team, Authentic had outgrown their space in the West End of Richmond and was ready to seek a new home that would enable greater collaboration and inspire their team. Working with a historic tax credit consultant, smbw helped convert the warehouse to office space, showcasing the original wood columns and planked ceiling.

### APPROACH

To facilitate collaboration and impromptu conversations, smbw created a work/lounge meeting hub as the heart of the office. This included an open bar table with connectivity to TVs along a shared meeting wall, a café and kitchen space, and a lounge zone. A variety of other team meeting and lounge spaces are located along the perimeter walls to accommodate individual department meetings. Authentic is very cognizant of what attracts employees, making this a comfortable space where employees know they are appreciated.





