



MOI Showroom

Furniture Showroom + Office

Location: Richmond, VA
 Market Sector: Corporate
 Size: 4,000 SF
 Year Completed: 2022

With an interest to create a dual function space for a furniture showroom and corporate office, the MOI leadership team arranged a deal in their existing building which allowed them to utilize a blank space where construction was halted due to COVID-19. Incorporating MOI's many product lines into the architectural design allows for an overall harmonized aesthetic yet functional office space where clients can experience the products in action.

“We wanted a space that was unique to our market and customers, and that demonstrated our commitment to teamwork, creativity, product expertise, and partnership.”

David Auman, MOI INC

DRIVERS

Design drivers include: create a functional office space that can be synonymous as a furniture showroom, keep the existing space as close to the original conditions as possible to allow for the products to shine and allow for variety in incorporated products and accessories to showcase opportunities to potential clients. Through a carefully crafted design process the team worked to achieve MOI's goals throughout the different phases of design.



APPROACH

Recognizing that ever-changing product lines would drive the aesthetic of the space, the design team decided to maintain the existing conditions of the blank space as much as possible. This produced exploration into the height of the space, how to construct free-standing “rooms” and incorporate the necessities of a successful office space.

“MOI sought to elevate our brand by investing in a downtown Richmond space to reinforce our commitment to the office as the best place to work and the Richmond community. The expanded footprint of the downtown showroom supported our acquisition of American Office in June 2022”

David Auman, MOI Inc



MEASURING OUTCOMES

The downtown showroom has become “THE place to be!” according to MOI leadership. The visibility of the space has put their brand, values, and friendliness on display. Since occupying the space, the MOI team has found that the design supports a wide range of workstyles and customer engagements, enhancing their collaboration and ideation. Customers and clients have responded positively and enjoy being in the space.

