



Corporate Conference Center

Branded, signature spaces

Location: Richmond, VA
 Market Sector: Corporate
 Size: 6,900 SF
 Year Completed: 2020

This corporate giant reached out to SMBW to refresh their corporate conference center in their Richmond Headquarters, highlighting each of their operational companies and brands throughout the space.

The public spaces connect to the existing building's architecture by respecting the original materials and design language, while providing a bright modern design for the organization's Executives.

DRIVERS

A corporate entity with many branches, this client wanted conferencing space that allowed for a variety of meeting types and highlighted their different brands and identities. The renovation creates a truly signature, one-of-a-kind experience for staff and visitors and represents the spirit of the company.

APPROACH

SMBW provided interior design, furniture selection, and environmental graphic design services. Each conference room embodies a specific brand spirit that highlights its history, cultural impact, and identity through key design decisions.



