

ARIUM AE PROVIDES PRODUCT SHOWCASE FOR ROHDE & SCHWARZ NORTH AMERICAN HEADQUARTERS



EXECUTIVE SUMMARY

The technology-driven company desired an elevated customer experience to showcase its innovative hi-tech products. The space exudes a specialized and forward-thinking environment supported by an international technology company steeped with a tradition of innovation.

Rohde & Schwarz, a developer and producer of mission-critical electronic goods, expanded its North American headquarters in Columbia, Maryland. Arium provided full architecture and MEP engineering design services for the interior architecture of the 9,425 sq. ft. office and product showcase. The centerpiece of this contemporary space is a welcoming reception/hospitality area and state-of-the-art demonstration and product showcase room designed as an interactive sales experience for the customer. The program also includes a conference room, private and open offices, collaboration spaces, workrooms, a phone room, and a break area. The conference room integrated an array of technology equipment, window controls, and writable glass wall panels, all designed to provide the customer with a top-notch experience.

The Arium team delivered a modern design with the choice of visually compelling materials and textures and expansive exposed ceilings. The client's branding is abstractly incorporated using various materials, including felt acoustic wall panels, acoustic baffles with integrated LED lighting, back-painted glass with a writable surface, custom wall graphics, ceramic tile backsplash, quartz counters, bold carpet tile, and wood-tone

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laminated millwork. For the welcoming reception and lobby area, high gloss blue laminated millwork creates a bold appearance, and two integrated colorways of LVP provide an unexpected floor pattern. Unique ceiling treatments in the reception area, showcase room, and break room create a dynamic environment that speaks to Rohde & Schwarz's industry-leading technological expertise.

Arium continues to support the ongoing growth of their mission-critical lab and North American headquarters.

Construction: CK Commercial



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