



Project Marketing



Vornado/Charles E. Smith
Award of Excellence



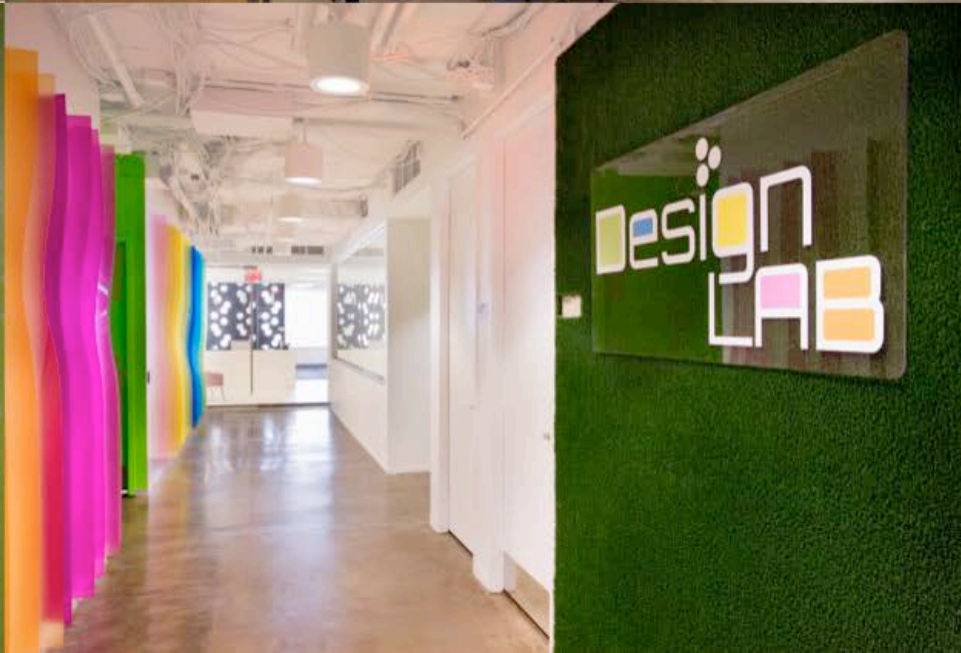
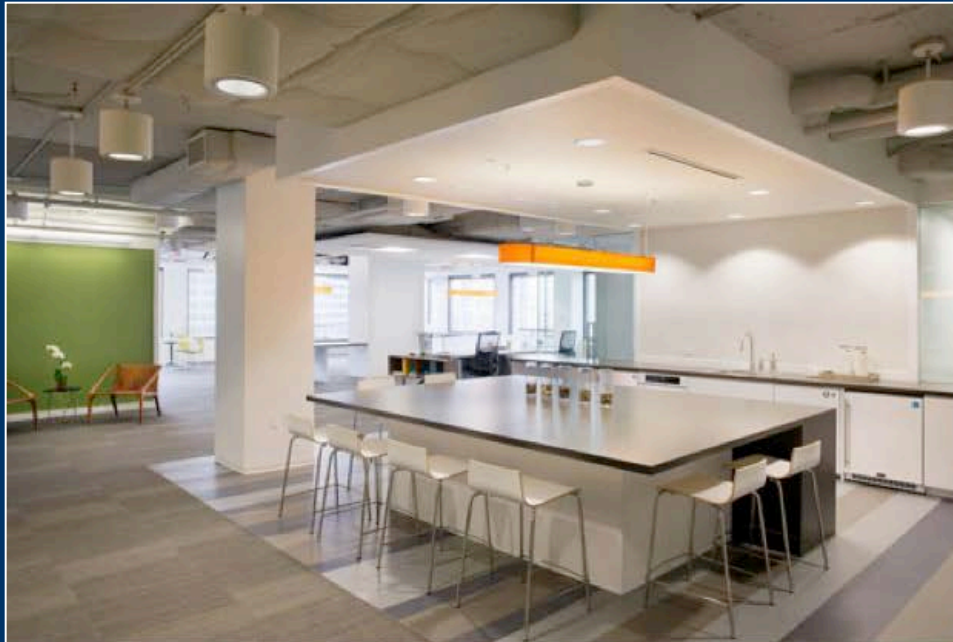
Design Lab Crystal City

Team Members

Owner: Vornado/Charles E. Smith

Architects: Fox Architects
SmithGroupJJR
OTJ Architects
VOA
Perkins + Will
RTKL

Contractor: HITT Contracting Inc.





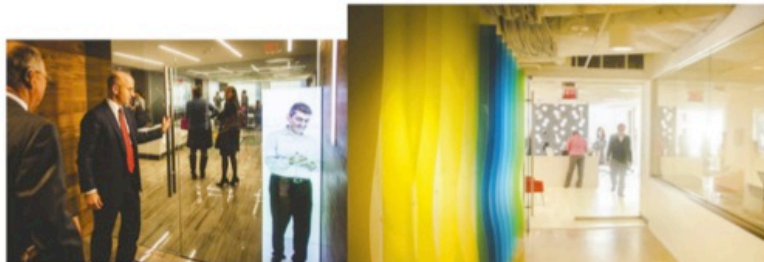
The future of the office comes to Crystal City. • Page 4

The Washington Post

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FROM THE GROUND UP
COMMERCIAL REAL ESTATE

SOLD: Woodcrest Towns and Woodcrest Condominiums have bought a 94-unit single family planned subdivision in the District for \$4.2 million at an auction from Congress Heights Affordable Housing Partners. The 50-unit Congress Heights Water-revolution development is at the corner of Fourth Street SE and Mississippi Avenue SE.



At Vornado building in Crystal City, an exercise in design

Six architecture firms show off their ideas for the office of the future

By JONATHAN O'CONNELL
Stepping off the elevator, you would never know you were in Crystal City. At least not in the year 2014.

The building, at 251 18th St. South, is one of a slew of 1970s-era government office buildings that emptied after Defense Department cutbacks. On the outside, it looked as nondescript as any in Crystal City, but inside displayed top architects' best guesses at the future of office space: small suites with shared work spaces, movable walls, white boards on every surface and virtual receptionists.

Last week, the building's owner, Vornado Realty Trust, held a competition called DesignLab showcasing how architects see the world of office space changing as millennials pour into the workforce and Internet-based businesses make up a larger portion of the American economy.

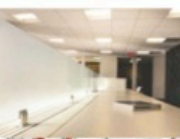
Vornado has traditionally focused on attracting law firms, government agencies and associations to its Washington area properties. But the owner of about 20 million square feet in the region is now turning its attention to so-called creative firms and tech companies, one of the few office sectors showing any signs of growth. Vornado has hired TechShop, a manufacturing workshop for creative types of all stripes, to Crystal City, and it is bringing WeWork, the start-up Incu-

Crystal City as a place for talented young workers. "What we decided to do was take a typical floor in a typical building and show the community 'hey, you can do creative space here just like you would in the Wonder Bread building or somewhere else,'" he said.

Schear argued that unlike in Lower Manhattan, where creative companies poured into neighborhoods already branded as cool by artists and restaurants, the Washington area has no natural hub for growing tech firms. D.C. officials would beg to differ, given the burgeoning start-up community in the District's East End, but Schear said he sees an opportunity for Crystal City to own a part of that niche.

"I absolutely believe that this is a strong trend in the future of office occupancy. We think at the moment there is relatively abated demand from the creative community, and there aren't any natural locations," he said.

The rules of the competition were simple: Six firms were invited: RTKL, Perkins+Will, OTJ, SmithGroupJJR, VOA and Fox. Each was given a portion of the sixth floor and \$65 per square foot to turn their space into whatever they wanted. Other than that there were no rules. Among the biggest



going to be for everyone else."

2. Supreme flexibility
Most teams pitched their office as something of a blank canvas, with furniture and walls that could be moved overnight. Don't like where these desks are? Roll them over toward the windows — the electrical, heating and cooling can accommodate the switch. Want the color palette to match your company's? The colors in place can be swapped out or repainted.

Desks in the office designed by OTJ could be pulled apart and reconnected like Legos on wheels. Fox architects designed their entire space in 10-by-

IN CRYSTAL CITY: Photos from Vornado Realty Trust's office building at 251 18th St. South show office designers' emphasis on shared spaces, collaborative work areas and less of an emphasis on reception areas. At top left, Mitchell R. Schear, president of Vornado's Washington division, inspects a graphic while leading a tour a tour of the six spaces designed by various architecture firms

do for Google. This is what we do for IBM," he said.

All the sharing and openness is aimed at an egalitarian, collaborative feel with less emphasis on who is in charge. OTJ called its office "The Hive" because of bees' capacity for collaborative work and social interac-



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Washington Business Journal Ad



DesignLab IN CRYSTAL CITY

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CRYSTAL CITY

Six Architects. Six Suites. Endless Possibilities.

Six Architects.
Six Innovative Workspaces.
Ready to Occupy,
Ready to Lease.

■ Suites Available from
2,800 SF to 5,900 SF

■ V-A-V HVAC System

■ On Top of Crystal City Metro

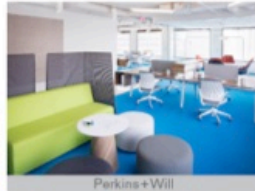
■ \$38⁰⁰ F.S. Rental Rates

■ Built out Highly Designed Spec
Suites Ready for Move in

■ Abundant Parking in Building



LEASE OUT
Fox Architects



Perkins+Will



VOA



RTKL



LEASE OUT
OTJ Architects



Smith-GroupJJR

www.crystalcitydesignlab.com

For a tour, contact **Bruce Pascal**
703.769.1129 | BPascal@vno.com

VORNADO
CHARLES E. SMITH

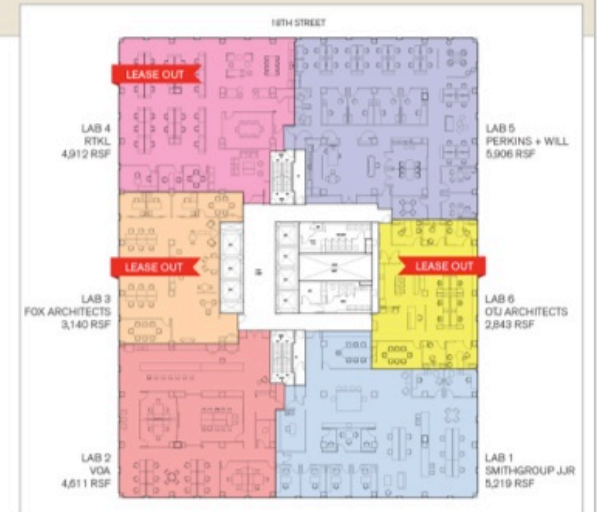
Crystal City Site Plan



Design Lab

Crystal City

- **Urban Neighborhood** — Crystal City is a pedestrian-friendly, 24/7 built-in "walk to" environment
- **Strategic location** — Next to Reagan National Airport and 5 minutes to DC
- **Accessible Transportation** — On-site Metro, VRE (Virginia Railway Express), Capital BikeShare, and Zipcar
- **Strong Landlord Commitment**



www.crystalcitydesignlab.com

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Spec Available Flyer

