

True Media LLC Main Office



LOCATION

Columbia, Missouri

DESCRIPTION

13,100 sf renovation

COMPLETION DATE

September 2012

CLIENT REFERENCE

Jack Miller, President - 573-443-8783

CONTRACTOR REFERENCE

Huebert Builders Inc., Wayne Huebert - 573-449-4996

DESIGN SERVICES PROVIDED

Pre-Design (Programming, Code Variances, Cost Analysis), Schematic Design, Design Development, Construction Documents, Construction Administration, Interior Design

True Media, a global media strategy and communications company, turned to SOA after purchasing a building that formerly housed a Commerce Bank branch on Columbia's Business Loop 70. With significant experience in adaptively reusing buildings plus their in-house interior design expertise, SOA generated a design that updated the 1970's era building with a fresh look that met True Media's functional needs for a new main office.

Spaces on the main floor include a reception area, an open office workspace, private offices, along with a spacious break room that opens onto a backyard patio for staff and social events. On the second floor a large training room and additional office spaces overlook the first floor below.

SOA's team planned spaces and a color palette around True Media's existing furniture, so that it could be reused in the new space. Additionally, the material and color scheme incorporated existing building elements like the curved oak handrail and replicated that theme in oak elements at the reception desk and other locations.

While the renovation took place primarily inside the building envelope, the windows on the north facade were replaced with better insulated glazing units, improving energy efficiency. Behind this expansive glass wall, new cigar shaped pendant lights, and suspended acoustical ceilings were installed in the double height work space. These interior elements, along with upgraded landscaping, have given the building a new presence on the street.



"SOA was collaborative and innovative throughout our project which made the process enjoyable."

-Jack Miller, CEO True Media