

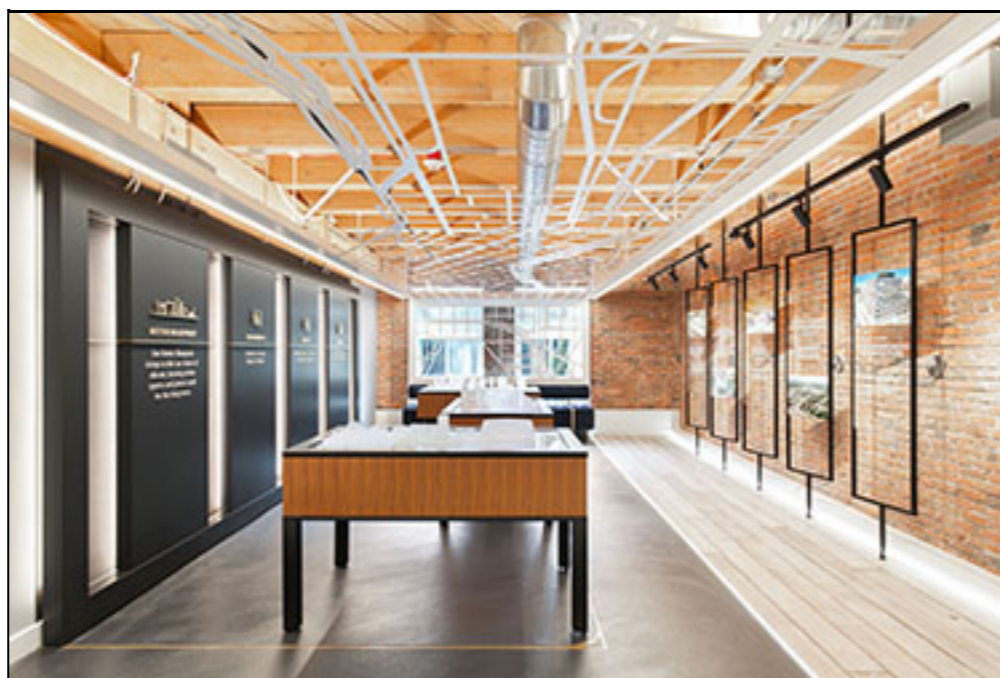
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A look inside Hudson Pacific's multi-sensory showroom

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Real estate company Hudson Pacific Properties opened a new corporate showroom at its offices at 411 1st Ave. in Pioneer Square last year.

Designed by Nelson Worldwide the space is intended to push the boundaries of the showroom typology by offering a multi-sensory look at the company and its work. Analog displays feature the hallmarks of a Hudson Pacific building, while interactive models allow for a deep dive into the company's submarkets and associated portfolios.



Photos courtesy of Nelson Worldwide [\[enlarge\]](#)

The showroom is located in a historic property built in 1913. Nelson's design blends the historic and the futuristic with sparkling glass floating display panels hung in front of original exposed brick walls and state-of-the-art interactive touch screens placed below timber ceiling beams.

The showroom has a mix of analog and interactive displays.

In a press release, Nelson described the showroom as a tangible example of Hudson Pacific's "commitment to creating memorable first impressions" and a space where tenants, brokers, and investors can "experience what it's actually like to occupy space inside a Hudson Pacific property." Upon entry to the corporate office, visitors find a welcoming reception area with soft residential style seating, simple branding, and custom artwork. A portal links the reception and showroom. As you enter the showroom you are greeted by a large analog glass storytelling wall that gives a high-level overview of five distinct HPP buildings. In the center of the space, guests can immerse themselves in three different neighborhoods through a combination of dimensional acrylic models, lighting, and interactive touchscreens.



[\[enlarge\]](#)

A reception area has residential style features and styling.

Sleek brass detailing and dark metal finishes partner with neutral wood tones, existing brick, velvet drapery and minimal pops of navy blue on the interior, giving the space a sophisticated feel.

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