

## An Expansion for Boston Consulting Group

By Anna Zappia | March 13th, 2023

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Boston Consulting Group (BCG), a global strategic management advisory, tapped NELSON Worldwide for the expansion of its existing Business Services Center based in Atlanta, dubbed Nexus. A hub for BCG's support staff, the design prioritizes flexibility and collaboration. Initially designed by the architecture firm in 2019, the project's third phase highlights BCG's ongoing efforts to increase employee engagement. "At Nexus, everything is about bringing people together, from the layout to the selection of key pieces of furniture," said Elizabeth Levine, regional design leader for workplace at NELSON Worldwide.

Floors seven and eight of the BCG hub feature much-needed amenities and resources for both individuals and teams, with spaces to support a range of tasks. Yet for BCG the expansion didn't mean more desks, but rather the intentional curation of the space, with an emphasis on the hybrid model. "They were really ahead of the curve in terms of how we are working post-pandemic. They didn't give us a specific number of workstations or offices, but they were thinking about areas to accommodate all of the activities. There are more of the small, individual touchdown spaces adjacent to the main work area, so people can find a private spot if they need to make a call," Levine noted.



With a blend of residential and commercial elements, the spaces are inviting. Photos courtesy of Boston Consulting Group

Combining residential and commercial elements, Levine noted that the furniture in particular was chosen for comfort, while accessories and extras, from throw pillows to books and vases, create a setting that's relaxed rather than fussy. "The furniture was a big part of showcasing their point of view. They have sophisticated taste, and there's a Mid-century modern vibe throughout. They moved away from the traditional chairs and have these lower lounge seats. The living room-style settings allow people to meet colleagues they might not have an opportunity to otherwise. And that was always at the forefront for us, fostering connection."

The kitchen and café areas are stocked with snacks, and include top-of-the line appliances, which Levine noted contributes to the overall home-away-from-home atmosphere. It is also an expression of hospitality that is extended to everyone, whether staff members are having lunch or offering a client food and beverages during a meeting. "At BCG, they do care about the beauty of their surroundings, but a concierge approach is very much a part of their culture. From the minute that you walk in the door you're welcome. It really ties back to putting people first, especially for the employees here—they strive to provide exceptional service every day."



On floors 7 and 8, the Business Services Center is dubbed Nexus.

Highlighting the office's locale and dedication to the Atlanta community, the workplace is decorated with local artwork and award-winning graphics, providing vibrancy and differentiation, which adds to the total experience. "It's the final layer that gives you a sense of place, and it helps you navigate and lets you know which floor you are on," Levine said. "Just like in your own home, each room or area has its own personality."

Color is an essential that complements the rest of the interior. Levine explained that just as with the furniture choices, the BCG team has been willing to experiment and take risks with hues since the beginning of their partnership years ago. "They are a little more daring with their color choices. They'll use a subtle cream tone and then put in a pink sofa that's unexpected and fun. There's a gamut of palettes, and they merge across all of the floors to contribute to the energy," she noted.





The furniture and accessories enhance each area of the office.

Even with different details on each floor, there's a cohesiveness that seems effortless, a balance between public and private sections that can be utilized in new ways as needs change. "It's a nice mix of exposed spaces and more clean, refined areas. Employees are always a part of the whole here, never separate from it," Levine added.



NELSON Worldwide has worked with Boston Consulting Group on a number of projects, including the expansion of the Business Services Center in Atlanta.



There are a number of small, individual touchdown spaces in the workplace.



The kitchen and café areas are stocked with snacks, and include top-of-the line appliances, reminiscent of home.





A curated selection of local artwork brings color to the interiors.



Artwork, like this piece made with lighters, creates a unique and enriching work environment.