CASE STUDY

ALCATEL-LUCENT
MURRAY HILL, NJ
DESIGN BY THOMAS BRADY, JR., ARCHITECT

TODAY’S CORPORATE ENVIRONMENTS NEED TO BE VIBRANT AND INVITING, APPEALING TO A YOUNGER GENERATION BY INSPIRING EMPLOYEES AND CREATING SPACES THAT FACILITATE COLLABORATION AND CREATIVITY. THESE FACTORS LED TO AN UPDATE OF THE ALCATEL-LUCENT CORPORATE CAMPUS.

INSPIRE

A former Bell Labs facility, this campus was originally constructed in the late 1960’s and featured mostly concrete and brick. In the renovation, Alcatel wanted a lot of visual energy. Thomas Brady, the architect, chose to infuse the space with color.

Bright Ideas. Bold Colors.

CREATE

For the campus’ soaring atriums, spacious dining halls, and stairwells, Brady and his team chose Patcraft modular carpet tile and broadloom in a variety of patterns and colors—truly vivid ones. Brady was also using high skylights and wanted the carpet to play off the natural light in the space.

Patcraft carpet patterns like Drive broadloom in the stairwells and Flutter, In Flight, Dart, and Color Choice modular tiles in the atriums and dining halls helped to inject energy, says Brady. Modern furniture was also selected, blending well with the contemporary flair of the Patcraft carpet patterns.

High Energy. Modern Look

TRANSFORM

Infusing color through the flooring truly transformed the campus into a modern, high-energy space. “In the beginning, people were definitely surprised by the bright colors, but there are no complaints,” says Brady.

Transform Working with Patcraft.

“THE IDEA WAS FOR IT TO BE BRIGHT. NEON BLUE, NEON GREEN, AND ORANGE, PLUS CHARCOAL GRAYS. WE WANTED THE DESIGN TO BE MORE MODERN, TO APPEAL TO THE YOUNGER PEOPLE COMING INTO THE COMPANY AND TO YOUNGER PEOPLE THAT WE’D LIKE TO HIRE IN THE FUTURE.”

Thomas Brady, Jr., Architect

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