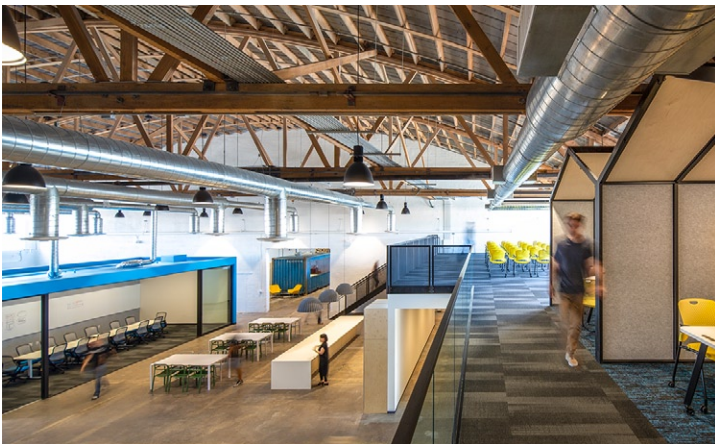
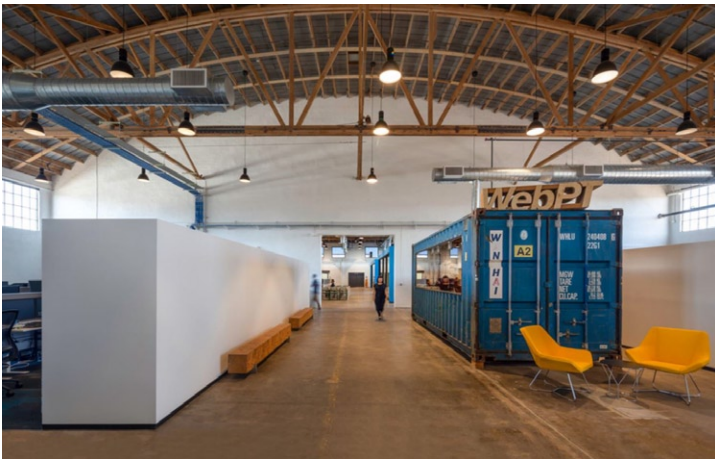




MCKAY CONANT HOOVER INC
Acoustics and Media Systems Consultants



Completed in 2018, the new WebPT office is an adaptive-reuse design emblematic of the warehouse district's pioneer roots and of a burgeoning start-up tech industry in Phoenix. Working within a 29,000 SF former produce warehouse, WebPT had the opportunity to renovate and expand into the former 'Tortilla Factory', an adjacent 6,600 SF pre-fabricated warehouse building. The thoughtfully cultivated core values of WebPT played a significant role in the renovation. One value in particular, Do Más with Menos (meaning Do More with Less) informed the design of the interior space and material palette.

The re-envisioned old warehouse incorporates an expanded variety of collaborative space including: four open-framed "tents," one 30-person space with a retractable glass wall, a large space for employee training, and an acoustically-treated recording studio for producing client videos. The variety of work styles were also addressed through multiple options: open office workstations, private telephone booth sales offices, private and collaborative offices.

MCH provided an initial site assessment and sorely-needed acoustical recommendations for interior noise control and mitigating excessive reverberance, as well as guidance to optimize speech privacy and sound isolation concerns.

Ref.: Melissa Alexander, NCIDQ, IIDA 602.748.5505

WebPT OFFICE RENOVATION ADAPTIVE RE-USE PHOENIX, AZ