

## New York's Top 10 Interior Architects

### Spector Group

For Spector Group, community was a key component in some of its latest designs.

Take VaynerMedia's new 70,000-square-foot space at 10 Hudson Yards. The company instructed Spector Group, which also designed its former 30,000-square-foot digs at 315 Park Avenue South, to craft a new office with a lot of open desks, meeting rooms and common spaces for its millennial-aged employees.

The office, which has just a measly 115 square feet per employee, also includes a cafe with seating, as collaborative working is greatly encouraged.

"We are very proud of it," said Scott Spector, a principal at Spector Group. It's

"open and really warm with lots of reclaimed wood and places to gather that are comfortable. It's not like a typical, polished technology firm. There is a warmth there that we captured together."

Spector Group is currently working on 1.4 million square feet of interior design projects in New York City, which generate about \$13 million in revenue. And of its 85 personnel, the firm boasts 21 designers.

Another of its recent top projects features the design of Deutsch Advertising's space at Vornado Realty Trust's 330 West 34th Street. The 75,000-square-foot, two-floor office, which Spector Group wrapped up earlier this

year, comes with outdoor terraces on two sides. But the beauty of the space is its "center spine" concept that Spector Group designed, which brings all of the offices' amenities together in one space and promotes collaboration. The two floors are connected by a massive steel and concrete staircase, which opens up to cafe spaces and common areas for socializing and meetings.

"It's almost like an atrium in the middle of two floors," Spector said. "It really accentuates their cultures. It's about the team. It's about collaboration. It's not about the hierarchy. It's not a law firm. It's about getting everyone enthused and energized."—L.L.G.