



see what Delta can do™

ADVISA

CARMEL, INDIANA



PROJECT SPOTLIGHT

ADVISA | Carmel, Indiana



PROJECT FACTS:

Design Firm: J. Gauker Interiors

Builder/General Contractor: Custom Living

Project Manager: Kye Hawkins

Property: ADVISA

WHEN A MANAGEMENT CONSULTING FIRM DECIDED TO TRANSFORM ITS OFFICES, ITS REBUILD INCLUDED THE DELTA® TRINSIC® COLLECTION.

ADVISA helps clients improve themselves and their workplaces.

After 30 years in business, ADVISA—a company skilled at assessing the skills and needs of business professionals—took an unflinching look at itself. Though clients loved the company for its employees' warm, approachable personalities, its corporate image was coldly analytical. Clearly, the time was ripe for ADVISA to refine its identity—and the results would go far beyond new marketing materials.

A virtual rebranding turns physical.

ADVISA's offices had been a fixture in Carmel's Arts & Design district since 2001. But while the growing company's mindset was progressive and youthful, the cramped, century-old house it occupied was anything but. Rather than leave the flourishing, walkable neighborhood, ADVISA reshaped its space to become an expression of its refurbished brand.

ADVISA President Heather Haas and employee Kye Hawkins—already supervising the company's rebranding—guided the office's six-month rebuild as well, working with designer Jamie Gauker to fashion a warmer, more modern atmosphere. Though the footprint of the old building remained, the interior was completely rebuilt to create a more expansive and welcoming space. Added windows flooded the interior with natural light. New furniture blended modern style with comfort. And in the office's bathrooms and kitchen, faucets and accessories from the Delta Trinsic Collection continued the clean, crisp, theme—offering an approachable, contemporary look that incorporated famously reliable performance. Today, ADVISA's new workspace attracts young talent, offers ample opportunities for creative collaboration, and furnishes comfortable, inspirational space for the firm's clients as they undergo their own personal reinventions.

