



Light Reading
New York, New York



The right light.

With a monthly audience in excess of 350,000 visitors, Light Reading Inc. is the largest online telecommunications publication in the world. Much of their success is due to a philosophy of 'Excellence and Irreverence'.

From the corporate mascot, "Larry the Attack Monkey" and his addictive Chimp Chat to their hilarious corporate video, the team at Light Reading understands good information doesn't have to be dull. That same philosophy translates to their headquarters' space in New York City.

"It was important to the executives that the space didn't look like a regimented grid or a sea of cubicles with a uniform, dead, dry look," said Light Reading's Design Director, Ken Surabian. "Each area must reflect its unique function." One universal requirement, however, was lots of glass to share the abundant natural light in the space. Those glass components are why architects, TSC Design Associates, introduced DIRTT Walls to Light Reading. "We wanted a curved glass studio wall (over 11 feet high) and

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Ken Surabian



had some difficulty making that come to be," said Julia Murphy, Light Reading's Vice President of Operations. "DIRTT was able to work with us and make it happen."

No construction project is without bumps. "The attitude was up front and immediate in terms of response, which was just what we needed," said Ms. Murphy. "I found DIRTT and Lane Office, the Distribution Partner, were fantastic about resolving any issues and keeping us in the loop." "We were all on the same side," noted Mr. Surabian. "Other vendors could learn a lot from DIRTT."

The outcome is an excellent space. "It's been fantastic. We still get compliments all the time," said Ms. Murphy. "Literally from the heads of telecom companies coming in for interviews with our writers, to the operator of the freight elevator in the building, who said, 'You guys have the best space.'"