



HBG NEW MEDIA, MADISON, WISCONSIN

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This company specializes in information design, creative and technological development for clients looking to build brands and business on the web. They wanted a completely open space that would be comfortable and energizing, and provide for an interactive, team-oriented atmosphere. The solution for the design was launched from the medium of their work: the internet. Each work area has a “homepage,” a distinct communal gathering place, and like surfing the web, there is no clear circulation pattern.

