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From the Minneapolis / St. Paul Business Journal:

<https://www.bizjournals.com/twincities/news/2016/04/19/cool-offices-seachange-print-innovations-plymouth.html>

Cool Offices

## Cool Offices: SeaChange Print Innovations goes bold (Photos)

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SeaChange Print Innovations transformed an 1980s office building into a modern space aimed at matching the new company's spirit.

The printing company's 12,200-square-foot office in Plymouth opened when the company was founded two years ago.

The space has a contemporary vibe that references the world of marketing and print with the company's prints of equipment it uses on the walls. What makes this office unique is its bold use of colors. The teal and magenta accents contrast the canvas of white and platinum grey.

"Psychologically this will let ... clients know that SeaChange is a versatile creative canvas that is skilled at making lively yet refined moves," interior design firm Pure Alchemy said about its project. "Doing the project justice would allow employees and clients alike to intuitively understand that the space was now the home to a modern and forward-thinking company."

SeaChange kept and enameled the office's aged wood doors and trim and repurposed metal frames from the entryway for new lives in the photo-gallery hallways.



The designers printed on old ceiling tiles to match a wall mural and repainted restroom dividers to cut renovation expenses. They also reused cubicles and office space dividers, but reconfigured them for a more open and collaborative layout. Break room walls were removed and booths added for a similar effect.

The reception area has a white tile floor and a clean-lined desk with a brushed metallic logo on the wall. The conference room has built-in shelves to display products and samples.

The office won a first place award for commercial office space from the American Society of Interior Design and third place for best use of artisan material from the National Kitchen and Bath Association.

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## SeaChange Print Innovations

**Employees:** 90

**Business description:** Marketing and print

**Address:** 14505 27th Ave. N., Plymouth

**Building:** SeaChange Print Innovations

**Office opened:** March 2014

**Size:** 12,200 square feet

**Floors:** One

**Designer/architect:** Stephany Eaton, PureAlchemy Design

**General contractor:** Doug Arndt, C/RE Associates

### Tour more Cool Offices here.

*Cool Offices is a free editorial feature showing off interesting Twin Cities workspaces. Want to see your office featured? Send high-resolution photos and a brief description of the space (including its location, size, use, features, technology, employee count, designer and builder) to Digital Editor Jim Hammerand for his consideration.*

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