# Florida/Caribbean
# ARCHITECT

AIA
Florida

# Sparxoo

## Traction Architecture | Tampa, Florida
## Harbor Island, Tampa

Completed last fall, this 5,000-square-foot collaborative work zone is home to a digital marketing agency called Sparxoo ("spark" + "zoo"). The office is an interior fit-out of a shell-space at the base of a high-rise on Harbor Island in Tampa. Simple materials, such as plywood and concrete, were used to expose the shell in a new way.



Photos by Moris Moreno

Top: Sparxoo entryway
Above left: Plywood wrapped lounge
Above right: Collaborative space

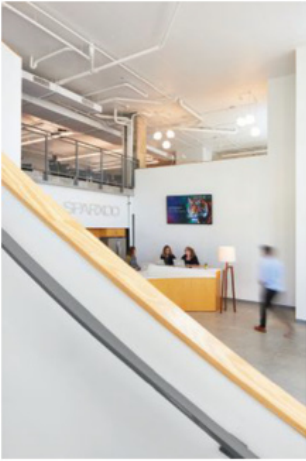Sparxoo CEO David Capece gave Traction Architecture carte blanche to design an "ultra-badass" office space.

The existing shell's cylindrical entry zone served as inspiration for the spatial layout. Dubbed the "rotunda," its double-height space visually connects the glass meeting rooms on the first floor with the open workspace above. The material palette was made up of whitewashed walls and ceilings, exposed concrete, expanded metal, and sealed plywood. On the ceiling, the exposed ductwork, pipes and conduit give the space character.

The client wanted diverse workspaces to encourage its employees to find inspiration throughout. Desks in the open plan mezzanine, serve as a "headquarters" for each employee. The design features a plywood-wrapped lounge with seating upstairs. Access to natural light is designed for employee comfort and tranquility. Café tables, a kitchen bar and glass-enclosed conference rooms are available for collaborating with peers or a formal meeting. Behind the glass conference rooms, singular spaces provide solitude. Large window walls bring light into the small spaces.

Creating a staircase to serve as a focal point without dividing the space, obstructing windows or exceeding project budget was a challenge for Traction Architecture. A staircase that meets these criteria was designed by stripping back the structure and allowing light to come in the window. This also created another cozy space for workers to utilize. ∎

Top left: Sparxoo entryway
Bottom left: Sparxoo staircase and rotunda.
Right: The office space was constructed to facilitate employee movement throughout the work day.




Above left: Encircled by windows, the rotunda's double height space visually connects the glass meeting rooms on the first floor with the open workspaces above via a staircase.
Above right: Rendering of Sparxoo showing entryway