

The Allsteel logo is positioned in the upper right quadrant of the image, enclosed within a white, rounded rectangular box with an orange border. The logo itself consists of the word "Allsteel" in a dark, sans-serif font, with a registered trademark symbol (®) to its upper right.

PROJECT PROFILE

**FANDANGO**  
{ LOS ANGELES, CALIFORNIA }





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**CHALLENGE**

Allsteel was challenged to create a workspace with an entertainment-and-technology-firm feel to reflect the young, vibrant, interactive, and digital world of the Fandango culture.

**SOLUTION**

Stride was chosen because it offered a clean, simple, timeless design that would appeal to the young professionals who work at Fandango.

**GAINS**

Mobile pedestals are great for quick and impromptu meetings, and the team is fond of having "huddles" with various departments where they use marker boards to toss ideas around. The space is very flexible, it's easy to move people around, and it's easy to expand or contract a department.

**EXPERIENCE**

Allsteel worked with Aref and Associates and Fandango to create a mock-up of the office space, so the end users could try the furniture before it was installed. "The support we received from Allsteel made our decision even easier," said Mohammed Aref.

**ALLSTEEL PRODUCTS**

Stride® panels and desking, Gunlocke® Silea™ casegoods

Fandango, the nation's leading online movie and entertainment destination, was looking for an open, collaborative setting for its corporate headquarters in Los Angeles. With LED/LCD monitors featuring upcoming movie trailers, oversized images of Hollywood stars, and lots of access to natural daylight, Fandango's office space reflects the very nature of its vibrant daily life.

"We were not going for the 'Dilbert' cubicles and the look and feel of a call center," said Frozan and Mohammed Aref, Design Principals at Aref and Associates, a Los Angeles design firm. So it was a natural that Fandango chose Allsteel Stride workstations and Gunlocke Silea private offices for its new space.

According to the Aref design team, the newly remodeled Fandango office space, with a 90% open floorplan, has an aesthetic that keeps it architecturally interesting while offering the look and feel of a high-tech entertainment firm. Stride allows for privacy, yet the layout welcomes collaboration in the shared workstations. The space is conducive to team interaction and adds a dash of glamour to the office. When you're in the digital movie business, it's all about delivering entertainment in style.

**"We really wanted the environment to be very open, non-traditional, and offer collaborative space, all elements that would appeal to the dynamic culture of Fandango."**

Frozan Aref and Mohammed Aref, Design Principals at Aref and Associates

For more information about Allsteel solutions, please visit [allsteeloffice.com](http://allsteeloffice.com).

Allsteel®

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Allsteel supports green initiatives in the contract furniture industry as a member of the U.S. Green Building Council. Stride is an SCS Indoor Advantage™ Gold and level™ 2 certified product.



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