

The Trade Desk Seattle

Case Study | Corporate Workplace

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Location
Seattle, Washington

Project Type
Corporate

Area Supplied
Restrooms, Breakroom

Products |
Exquisite, Bellissimo, Time,
Perspective, TerraFusion

Design Firm
HOK Los Angeles

Photography:
Brian Ferarri

The Trade Desk Seattle is designed to reflect the company's national brand while embracing the character of the Fremont neighborhood in Seattle. Designed to support collaboration and connection, the space offers a dynamic environment tailored to the needs of a modern digital marketing company.

CHALLENGE

The goal of The Trade Desk Seattle project was to create a workplace that reflects the company's creative culture while drawing inspiration from the character and energy of the Fremont neighborhood. The project required a material palette that introduced color, texture, and personality while delivering long-term durability and performance. Achieving this vision required close design collaboration, extensive material exploration, and technical expertise to refine details from concept through installation.

SOLUTION

Creative Materials partnered closely with HOK providing product sourcing, creative material exploration, and technical guidance throughout the design process. The teams reviewed a range of samples, evaluated palettes, and refined selections that captured the energy of Fremont. One of the project's most distinctive applications was the use of our Exquisite collection on the lower half walls of the gender-neutral restroom. The dimensional wall tile introduced texture, depth, and a rich green color that reinforced the project's vibrant design language.

To support the successful implementation of this installation, Ken Ahn, QA/QC and Technical Services Manager at Creative Materials, provided guidance on detailing requirements and fixture coordination. Recommendations focused on installation best practices and detailing to support proper integration of restroom fixtures.

"We worked closely with HOK to explore color, material, and pattern in ways that reflected The Trade Desk's culture and personality. The result is a workplace that feels energetic, authentic, and connected to the character of Seattle."

~Kelsey Heng

A&D Consultant,
Creative Materials Corporation

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Creative Materials' Design Services team further refined the project through grout and color consultations. Multiple grout options, including a custom grout color concept, were explored to complement the selected tile applications and enhance the overall composition. Contrasting grout selections were carefully evaluated to create visual rhythm and introduce playful moments throughout the space.

Additional material solutions supported both the creative vision and budget objectives. Selected for its versatility, Bellissimo porcelain tile provided a way to introduce bold checkerboard compositions without sacrificing design impact. Its refined color palette allowed the team to layer color and pattern in a way that reflects The Trade Desk's creative culture.

RESULTS

The completed Seattle office is a vibrant reflection of The Trade Desk's culture, balancing artistic expression with functional workplace design. Through collaborative product sourcing, palette development, technical expertise, and ongoing design support, Creative Materials helped transform the original design vision into a workplace that reflects both The Trade Desk's brand and Seattle's unique identity.

