

2026 PEOPLE'S CHOICE AWARD

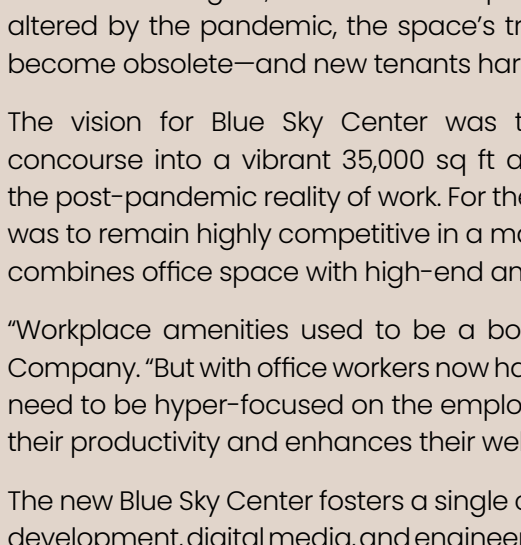
MEET THE NOMINEES

The People's Choice Award offers a unique opportunity for our community to weigh in and select a standout project from this impressive group. Voting will take place live and in person at the 2026 Awards of Excellence on May 6, 2026.

We encourage you to join us for the celebration, support these exceptional teams, and take part in selecting this year's People's Choice Award winner.

We're pleased to introduce the projects eligible for the 2026 People's Choice Award, each recognized for their innovation, impact, and excellence across our industry.

Below, you'll find a brief description of each nominated project.



Bain & Co Boston HQ

Rooted deeply in its Boston and Massachusetts context, the project tells a compelling, place-based story where each floor draws inspiration from local nature, culture, and identity—creating a workspace that feels both authentic and transformational. Daily experience is enhanced through thoughtfully curated amenities, including a staffed barista and hot and cold food service for breakfast and lunch, with a strong emphasis on healthy offerings sourced from local and sustainable suppliers. Sustainability, health, and well-being are core to the project's strategy, evidenced by its pursuit of LEED Platinum (ID+C), the inclusion of wellness rooms, and careful attention to thermal and acoustical comfort to support productivity and balance. The project also features a variety of outdoor spaces across multiple floors. Design excellence is reflected in the high level of detail, craft, and aesthetic cohesion—where materials, art, and spatial experiences work together to create a refined yet welcoming environment. Community and culture are reinforced internally through shared spaces and storytelling elements, while diversity and inclusion are intentionally celebrated through a diverse art program and a digital wall highlighting Bain's global and multifaceted teams.

Workplace amenities used to be a box-checking exercise," says Crosby Nordblom, Senior VP at Nordblom Company. "But with office workers now having the power of choice as to how and where they spend their time, we need to be hyper-focused on the employee experience. People want a unique work environment that elevates their productivity and enhances their wellbeing."

The new Blue Sky Center fosters a single community from a disparate group of tenants across biotech, software development, digital media, and engineering industries. The design aims to prioritize worker wellbeing, productivity, and social connection. Nordblom sought a campus that would reflect the reality of workplace today; one that prizes workers' wellbeing above all by providing amenities and shared spaces that enhance collaboration, promote mindfulness, and offer a touch of hospitality.

The renovation has led to an uptick in tours and increased traction with prospective tenants. The campus even sees use outside of the traditional Monday to Friday schedule. "I live in Burlington, so this is a really nice space for me," says Nick Mersicano, a tenant. "Even if I'm not working on the weekend, I can still come in and use the golf simulator or work out, so it's nice that they keep it open."

Primary goals included creating a community-centric entry experience, intuitive wayfinding, and a balance of open work neighborhoods with spaces for focused work and impromptu interaction. The design embeds strategic gathering spaces such as a central kitchen, learning lab, design studios, and a communal lounge anchored around a "Main Street," which serves both functional circulation and cultural expression.

A key ambition was to visually reinforce BXP's identity through thoughtful experiential design elements, such as the signature "X" motif integrated into signage and graphics, and integrated live project metrics displayed throughout circulation zones to keep teams informed and engaged with regional priorities.

Equally, the design sought to enhance human experience with "front porch" moments—small informal collaboration nooks that support creativity and wellbeing. The result is a workplace that champions connectivity and belonging while enabling focused productivity.

The project called for the phased renovation of an ageing building that the company had occupied for 50 years. The goal was to better utilize this existing real estate footprint by repurposing underused spaces to foster teaming and business-unit collaboration for the site's 4,000 workers. Because the site is in a suburban environment without walkable retail, the project aimed to provide everything in-house to make the commute worthwhile.

To support this vision, the design team transformed a dated environment into a destination that supports new ways of working. The design prioritizes collaboration, human connection, and employee wellness over simple square-footage efficiency. New amenities include a conference center, cafeteria, fitness room, and a 40,000 sq ft central courtyard. The result goes beyond the traditional goal of productivity to give employees healthier, more enjoyable in-person work experiences.

Located steps from Boston's regional transit network, the ten-story, approximately 153,000 SF building was never originally designed to support laboratory use. However, its disciplined structural grid, wind-resistant frame, compact footprint, and urban positioning presented a unique opportunity to reposition the asset in a way that prioritizes flexibility, accessibility, and long-term value for future occupants. The goal was not to mask the building's origins or replicate ground-up construction, but to create a clear, legible transformation.

Key objectives included delivering a flexible, multi-tenant life science environment capable of adapting to a wide range of research disciplines, supporting employee wellness and collaboration, and minimizing embodied carbon through reuse. Equally important was reinforcing the building's role as a gateway to Downtown Crossing through plaza and streetscape improvements that foster daily interaction between tenants, visitors, and the surrounding community.

Together, these goals supported Genesis:55 Summer as a workplace-first model for how existing urban infrastructure can be thoughtfully reimaged, supporting innovation, sustainability, and economic resilience while creating an engaging, inclusive environment for the people who bring the life-changing science to life.

What sets this conversion apart is not just the change in use, but the intent behind it. The word Genesis—defined as an origin or coming into being—reflects both the building's transformation and the broader resurgence of the Downtown Crossing neighborhood. As the area reemerges as a dynamic, mixed-use district, the project was conceived as a catalyst for workplace reinvention, positioning tenants and their employees at the heart of the building's purpose.

Operational readiness translated the vision into a seamless Day 1. The resulting headquarters is a future-ready workplace that elevates collaboration, accelerates decision-making, and supports HarbourVest's long-term growth in Boston.

The building's open and flexible floor plates were a key differentiator, supporting evolving product development, licensing, and marketing functions while future-proofing the workplace. Real estate was re-framed from a cost center into a strategic business driver aligned with Hasbro's growth strategy.

Beyond the transaction itself, the project delivers meaningful regional impact. Hasbro will bring at least 700 jobs to Boston, strengthening the Sector's innovation economy and diversifying the city's commercial base. The relocation was further enabled through effective public and private collaboration with state and local leaders, reinforcing Massachusetts' ability to attract and retain iconic global employers.

Another key goal was to integrate the workplace seamlessly into the public realm. By spanning the Massachusetts Turnpike, Lyrik reconnects the Back Bay and Fenway neighborhoods, forming a barrier to an vibrant mixed-use destination. The two-level podium and 1/2-acre public plaza, now the largest privately owned, fully programmed open space in the Back Bay, extend the workplace experience, offering employees and visitors immediate access to green space, dining, retail, and cultural and community programming.

Sustainability and resilience were embedded from the outset. Lyrik was designed as a future-ready, transit-oriented workplace, achieving LEED Gold certification and pursuing WELL certification. Energy efficiency, low-emitting materials, water conservation, and exceptional access to transit, walking, and biking reinforce the project's commitment to environmental responsibility and occupant wellness.

Ultimately, Lyrik proves that ambitious urban workplaces can succeed socially, environmentally, culturally, and commercially. Through deep collaboration with public agencies and the community, the project is an active contributor to city life that fosters connection, inspires innovation, and creates lasting value for Boston.

The second key goal was cultural alignment. Seismic wanted the Boston office to feel part of the broader organization while celebrating local identity. The design draws inspiration from Boston's sports culture and team pride—incorporating custom "sports play" graphics, "rafter" banners, as subtle "easter eggs" reflecting the city and the people who work there. Employees actively shaped these elements, fostering ownership and engagement from day one. At the same time the custom room signage, film patterning, and saturation of branding kept each space tied to the unmistakable Seismic culture.

Finally, the project aimed to deliver exceptional value. Unispace's integrated design-build model provided budget clarity from the start. The process uncovered over \$100,000 in savings without compromising design intent by the realignment of room placement due to existing infrastructure. The project was delivered on time and within budget, demonstrating that great workplaces can be both inspiring and financially responsible. The result is a warm, flexible, and distinctly Boston workplace designed to support performance, pride, and connection in a hybrid future.

Flexibility and utilization efficiency are core performance drivers. Adaptable mini sets and work zones function dually as daily workspaces and production-ready content environments, supporting social media, live demonstrations, and integrated marketing campaigns. This innovative dual-use strategy increases space efficiency, reduces reliance on off-site studios, and enables cross-functional collaboration without interrupting core operations.

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From opening day, the workplace delivered measurable impact, launching through an integrated internal and external campaign that activated the office as a storytelling platform. The result is a high-performing workplace that demonstrably improves user experience, maximizes flexibility, and directly supports innovation, brand growth, and business outcomes.

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