



WERK HARD, PLAY HARD

The renovated warehouse basement Westwerk calls home has been split into areas for work and play. Amy Abt explains

* WORKSPACE

➤ Westwerk is a Minneapolis-based digital design agency founded in 2005 by Dan West. We've spent the last decade producing meaningful results for clients in nearly every industry, from startups to Fortune 500s.

When we moved into our current office in 2012, we knew it would be one of our biggest challenges to date: converting a 4,500 square-foot, raw warehouse basement into a warm, inviting place to work.

Led by Dan's twin brother and agency director Dave, we spent the next 145 days crafting the space by hand. And when I say 'we', I really mean it. Westwerk employees, friends and family all had a part

in its construction. The result is a vintage-inspired office that combines all the modern amenities of a digital agency with the old-world charm of a turn of the century warehouse.

Our space is subtly divided into two distinct areas: one for work and one for play. On the work side is the main 'boardroom' decked out in client-branded skateboards [1]. This area features hundreds of pieces of wood panelling [2], each of which has been hand-dipped in one of six different stain colours, exemplifying the care and detail we bring to all of our projects.

Whenever we win a bid for an exciting new project, we channel

our inner Will Ferrell and give the office cowbell [3] a hearty ring.

On the play side of the office, a shuffleboard table, pool table, and some of the cutest office dogs anyone will ever have the pleasure of petting help keep spirits high and encourage team bonding. We're big foosball fanatics, so every Friday a fierce battle ensues to defeat the reigning champs and claim the revered foosball trophy [4].

After the games, we like to put aside our rivalries and relax with some beers from client Rush River Brewing [5], which are always on tap in our fully-stocked kitchen. Finally, no work week would be complete without a free massage from our regular masseuse, who works her magic to keep our team happy and healthy. 🍷

* PROFILE

Amy (centre) is VP of marketing and accounts at Westwerk (westwerk.com), an agency based in Minneapolis and driven by smart design