



## Office

### National General Insurance Company - Madison Park

**LOCATION**

Winston-Salem, NC

**SERVICES**

Programming, Interior Design,  
Project Management,  
Furniture Specification,  
Move Management

**PROJECT TYPE**

Office

**PROJECT SIZE**

116,000 SF

**COMPLETETION DATE**

2014

National General Insurance, previously known as GMAC Insurance, boasts a workforce of nearly 700 professionals, solidifying its status as a prominent figure in auto insurance. Tasked with fostering a space conducive to productivity and hospitality, Workplace Architecture + Design (Workplace A+D) undertook a transformative endeavor within the expansive 5620 and 5630 buildings at Madison Park, spanning 116,000 square feet.

In collaboration with partners West & Stem Architects and Magnolia Construction, Workplace A+D led a comprehensive renovation with a \$9 million budget. Central to the project's vision was crafting a unique entryway connecting the buildings, culminating in a 1250 square foot signature entry building and three-story lobby space. Workplace A+D's design prioritized openness and transparency, resulting in a facility radiating excellence and fostering collaboration and innovation.