



## Office

### The Fresh Market Headquarters

#### LOCATION

Greensboro, NC

#### SERVICES

Programming, Interior Design,  
Furniture Specification  
Architecture, Move Management

#### PROJECT TYPE

Office

#### PROJECT SIZE

70,376 SF

#### COMPLETION DATE

2021

Workplace Architecture + Design (Workplace A+D) collaborated with Fresh Market to bring their vision to life for a headquarters nestled in Greensboro. Beginning with comprehensive programming sessions, Workplace A+D delved deep into understanding Fresh Market's unique needs, culture, and aspirations for their new workspace. Through planning, Workplace A+D and Fresh Market established a roadmap that seamlessly integrated functionality, aesthetics, and brand identity.

As the programming phase concluded, Workplace A+D transitioned into interior design. Every detail, from the layout of workstations to the selection of furnishings, was carefully curated to foster productivity, collaboration, and employee well-being. This encompassed not only interior design but also architecture, and construction documentation for the tenant improvements of the new headquarters.