

Maxwell Street Upholstery for Worklab

Case Study

Location

Grand Rapids, MI

Product & End-Use

Maxwell Street for Upholstery



Custer designer Jody Poole had three months to create a shared work environment from the raw space at 99 Monroe. Worklab by Custer, a co-working facility for Grand Rapids professionals was to be a high-end blend of commercial and residential appeal on the building's second floor, overlooking Grand Rapids' city center. But the space was far from inspiring when Poole set out; it still needed maintenance, repairs and an overall vision that would make it a functioning and professional coworking space. But Poole didn't have to reach far for ideas.

"Maxwell Street became the launching point for the **entire project."**



Poole didn't have to reach far for ideas. "I was looking for inspiration for this project when I came across a memo of Carnegie's Maxwell Street fabric on my desk," she said. "The pattern, tones and texture were exactly what I wanted for a high-end crossover between commercial and residential. Everyone loved Maxwell Street and it became the launching point for the project." Work lab opened in June to great response and eager members. The space is host to events and meetings. Different levels of membership accommodates all professionals. "If this concept is a success, additional Worklabs will be built," Poole said. "I would like to design them in the same vein using Maxwell Street again, but in different colors."

Photos: MMQB

Carnegie