



For Immediate Release

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## **AVRP Studios Brings Award-Winning Design Model to Sherman Heights as Red Door Interactive Opens its Doors in San Diego**

*Model of activity-based design boasts increased productivity and employee wellness in an innovative and efficient modern setting; brings economic revitalization to Sherman Heights Opportunity Zone.*

**SAN DIEGO, CA (June 27 2022)**---At a time when employers and workers are thinking hard about the best ways to utilize office space and employees' time, and when employee wellness and satisfaction is in sharp focus, AVR P Studios is ahead of the game in designing creative, modern workplaces for their clients that prioritizes worker productivity and mental health to usher in the next generation of in-person work.

"We are honored to call San Diego our home, and to play a part in helping to develop the beautiful Sherman Heights neighborhood," said Chris Veum, President, AVR P Studios. "It's a privilege to be able to bring our decades of design experience and creativity to each project, and we are confident that this activity-based design space will bring prosperity to Red Door Interactive and the community they reside in for generations."

As businesses, nonprofits and government agencies move into a new era of in-person work, activity-based design is a unique, modern model that allows employees to choose from a variety of workspaces within the same work site, Veum said. This new concept, for example, satisfies a variety of modern workplace necessities: "heads-down" quiet areas for individual work, open areas that bring people together to connect, getaways to allow people to recharge, and spaces for team-based activities that help people engage. Activity-based design also importantly takes advantage of local attributes, such as San Diego's temperate weather, with several functional outdoor workspaces, free EV charging with solar, and ways to welcome the outside community into the space, including a garden and media studio.

These features mean employees can customize their work experience to support the work they are doing and how they prefer to work. When AVR P's thoughtfulness of space is combined with the philosophy of an employer like Red Door, who empowers employees to work how they feel most comfortable, employee mental health and productivity increase, experts say.

AVRP's client, integrated marketing agency [Red Door Interactive](#), recently opened its new campus in the historic Sherman Heights neighborhood. This new campus sits on a 17,596-square-foot lot and will be home to more than 65 employees who take advantage of AVR P's activity-based design.

"This location taps into the massive potential of the convergence of 25<sup>th</sup> and Market Street," noted Howard Blackson, AVR P. "This is a neighborhood that sits at the center of the arts, culture, industry, and technology representative of San Diego's place in the national economy: Barrio Logan, the shipyards of San Diego Bay, East Village (home to Petco Park and the new UCSD Downtown Campus), Golden Hill, Balboa Park, and features the



iconic views of the San Diego Bay, Downtown Skyline, Coronado Bridge, Cabrillo Point, spanning all the way to our neighbor, Mexico.”

Reid Carr, CEO of Red Door Interactive, said: “It is an honor to settle in San Diego’s historic Sherman Heights neighborhood. Thanks to the creative vision and excellent execution of AVRP in the design process, we are proud to have a home that reflects our longstanding role as one of the best places to work in San Diego. We look forward to serving this community for generations to come.”

Councilmember Vivian Moreno, who represents the Sherman Heights neighborhood., said: “I am thrilled to see this development in the historic Sherman Heights community to bring good jobs and economic activity to this culturally vibrant area. Thank you, AVRP Studios and Red Door Interactive, for this forward-thinking design that will contribute to our community.”

AVRP-designed spaces have won numerous accolades including Business Insider’s “Top 10 coolest places to work in the United States” and San Diego Business Journal’s Best Places to Work.

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***ABOUT:** [AVRP Studios](#) is widely known for its decades of design excellence, creativity, and planning some of the most prominent, visionary, and vibrant projects in Southern California. Located at 703 16th St., San Diego, CA 92101, AVRP strives to find and develop an original idea that drives the creative process for each project.*

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