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RIGHT MEDIA MOVES TO 2 PARK AVENUE

LEADING INTERIOR CONSTRUCTION FIRM Aragon Construction, working as Construction Manager, recently completed a 38,000 square foot build-out for Right Media in just five weeks, allowing the digital media company to move into their new offices -- on the fourth floor of Two Park Avenue -- on February 1st.

Starting work at the end of December, Aragon Construction, together with Principal Larry Jones of Laurence G. Jones Architecture, began transforming what was previously office space for a catalog marketing design firm into an updated arena for a company that is entirely digital-based. "The old company needed tons of storage space for paper, photos and catalogs," explained Jones. "Right Media needed none of that, everything exists on the Internet for them; what they needed were places to have spontaneous meetings in, so we created less formal office arrangements." Design elements included a lot of glass, sliding doors, IT rooms, meeting spaces and lounges.

But it was the amazingly tight schedule that was the project's real challenge: "In fact, Right Media had to leave their space early, so a week was taken off the schedule in the midst of it all," said Aragon President Alex Getelman. "Adding to the challenge, we had the holidays to contend with, but constant communication among the team and the sourcing of long-lead materials during the pre-construction phase enabled us to relocate the client on time."

Michael Doetsch, managing director of Williamson, Pickett, Gross, Inc., brokered the deal in late October for a seven-year lease on behalf of Right Media. "They are ecstatic with their new offices and having been able to take possession so quickly," said Doetsch, noting that the young but fast-expanding company had outgrown its space at 212 5th Avenue. "Aragon took the ball and ran with it. They met the challenge of time head on, managed the project flawlessly and very expertly completed the work." ■