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# Art-Forward Offices at Roc Nation

Take a look inside the museum-worthy offices of rapper and record executive Jay-Z's entertainment agency, Roc Nation.

By Rachel Gallaher



*Lobby at Roc Nation's New York headquarters. Image by Eric Laignel.*

Rivaling the many surrounding art galleries and museums in the New York's tony Chelsea neighborhood, the new Roc Nation offices—home to much of founder and rapper Jay-Z's personal art collection—are as innovative and statement-making as the music that comes out on the label. With sleek and masculine details that serve as a background to display art, the offices, designed by architect Jeffrey Beers, founder and CEO of award-winning design studio [Jeffrey Beers International](#), features vibrant album covers, an array of artist photographs, athlete Jerseys and paraphernalia, and pieces from [Paper Planes](#), Roc Nation's apparel brand. Given the challenge of designing four floors of space and a rooftop terrace, Beers approached the project wanting to capture the creative spirit of Roc Nation, but also allow executives freedom to express themselves through the art and décor in their individual offices.



*Private reception area on the 6th floor of the Roc Nation offices. A Nick Cave soundsuit, a piece from Jay-Z's personal art collection, can be seen just behind the staircase. Image by Eric Laignel.*

“From the start, it was clear that the overall look had to mirror the bold and fearless culture of Roc Nation,” Beers, who is known for his hospitality work says. “We were also tasked with curating and displaying pieces from Jay-Z’s incredible art collection. To highlight it, we ensured the offices and corridors looked and feel like a gallery space.” To achieve this look Beers employed the repeated use of key materials including the industrial-leaning buffed concrete and black metal, as well as walnut wood, “for contrast and warmth.”



*Architect Jeffrey Beers used an Italian glass office system for a sleek, sophisticated look. Image by Eric Laignel.*

Individual offices run along long corridors and are framed with glass walls and black metal detailing—the glass walls help workers feel connected even when their office doors are shut and help to bring as much natural light into the interior spaces as possible. “The Italian glass system used ensures the glass is flushed to the metal frame as well as gives a reflective effect,” Beers notes, “while sidelights between offices ensure the corridors are light-filled and feel wide.”



*An executive office designed by Jeffrey Beers. Image by Eric Laignel.*

Public spaces include a social media theater, audio/visual screening rooms, an employee lounge, and a spacious rooftop space with striking views of the Empire State Building. The social media lounge (exactly what it sounds like) features a large bank of monitors and faux-leather paneling flanking sleek curved sofas in a royal-blue hue.



*The social media theater at the Roc Nation offices. Image by Eric Laignel.*

“We had particular fun designing the circular social media theater,” Beers says. “It is definitely one of the key dramatic features of the office’s design, and with its sphere shape and modern aesthetic, the lounge feels like a world within a world. Intended primarily for social media, it is also fully customizable and can act as a shared working space, office theater, and more.”



*The rooftop terraces double as an outdoor workspace on warm-weather days. Image by Eric Laignel.*

Although the headquarters serve as the company’s workspace, Beers infused a comfortable, residential aesthetic with classic furniture from Knoll, George Nelson, Eero Saarinen, Blu Dot, Herman Miller, and others.

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