

The path of gray tile leads visitors from the elevators into the reception area.



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Renovated Bingham Greenebaum Doll offices reflect changes in legal profession

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Before a word is spoken, the Indianapolis office of Bingham Greenebaum Doll LLP showcases its brand and personality to clients and guests as soon as they step off the elevator and onto the 27th floor of Market Tower.

A recent renovation has flooded the main entry with natural light that bounces off the neutral colors and flows into the open space.

"Light makes everybody feel better," said partner Donald Graham.

From the elevators, visitors are drawn into reception area by a path of gray tile where they are greeted by a massive window in front and two windows at the end of hallways extending to the left and right. Sparse furnishings accentuate the airy and buoyant feel.

The remodeling started during the summer with the goal of creating a space the firm could use for events from continuing legal education classes to evening receptions. Doors on either side of the conference rooms open into hallways that circle into the main entry. Guests can move freely in and out of the rooms, interacting with each other without getting trapped by a dead end.

Managing partner Tobin McClamroch explained the new design reflects how the legal profession is changing. Law firms are hosting more events than they did 10 or 20 years ago because parties and social gatherings are now crucial to business development. Bingham Greenebaum Doll wanted the space to tell clients "who we are," he said.

Along with the main reception area, the renovation included four floors of attorney offices. New paint, new wallpaper and new carpet updated the look of the workspaces.

The last renovation of the Indianapolis location was in 2001 when it was among the first to adopt the universal office design in which all offices, whether for partners or associates, became the same size. Under the leadership of the firm's former managing partner, Hans Steck, the move to equalize the spaces saved the firm money and improved efficiencies, McClamroch said.

Decorating the hallways of the attorneys' floors are numerous framed art pieces, of which about 45 are from the personal collection of partner Jim Reed. At his suggestion, the current renovation created a gallery off the main entry for rotating exhibits.

The firm has long been a supporter of the local arts community, Reed said, but many artists, especially young ones, need exposure. The gallery will give painters, printmakers and sculptors an opportunity to show their works to a new audience.



A flood of natural light gives the reception area a welcoming feel.



Partner Jim Reed likes to keep cactus plants in his office because they are hard to kill.

Has your office undergone a redesign to improve flow and function, or repurposed a space to better serve the legal needs of clients? Tell us about it, and we may profile your firm in our occasional series, "Open House." Contact Jennifer Nelson at jnelson@ibj.com.



The newly renovated space showcases the firm's brand at events like continuing legal education seminars.



Like all associates, Roxana Bell works in the same size office as the firm's partners.



Handmade paper by Miranda Taylor is one of several works on display in the law firm's art gallery.