

PHOTO: CASTAGNA REALTY CO., INC.

CASE STUDY

DEALERTRACK TECHNOLOGIES
3400 New Hyde Park Rd, North Hills, NY

ABOUT THE PROJECT

Dealertrack Technologies is the leading provider of integrated dealership software solutions that are designed to transform the way vehicles are bought and sold. Over the duration of this project, Dealertrack Technologies was acquired by Cox Automotive for 4 Billion Dollars.

The company continues to grow and innovate!

The newly constructed 5 story building, located at 3400 New Hyde Park Road, was designed for Dealertrack to tenant fully and is now thier main headquarters for the next 17 years! The building is built to LEED Specifications, totaling 230,000 square feet! This building is home to 600 team members and can accommodate up to 800. The amazing amenities in the building:

Roof Top Deck

Game Room

Walking Trail

Locker Rooms

Basketball Court

Volley Ball Court

Fitness Center

Yoga/Pilates Room

Dining Patio

Dining Cafe

Auditorium

Coffee Bar

ABOUT US

ID Unique Solutions, Inc. is a creative studio focusing on an integrated approach to interior design, branding, signage and graphics for an experiential environment. To foster our visions to fruition, we fabricate and install signage, artwork and dynamic solutions.

Sustainability and biophilic design is at the forefront of our design process, which inspires us to create high impact, positive and exciting spaces for everyone while reshaping how we build the future! Although we were originally contracted under our sister company, MD Design Group Inc., we have shifted MD's focus to healthcare interior design.

OUR TEAM MEMBERS

Diana Lillo, LEED AP - Co-Founder, Interior & Graphic Designer

Rocky Lillo - Co-Founder, Project Management

Daniel Kapp - Director of R&D & Project Management

Malwina Zaslonka - Graphic Designer

Alex Peto - CAD Specialist

OUR DESIGN APPROACH

Our scope, as contracted by Dealertrack, included design concepts, interior finish package, furniture layouts, specifications and procurement, project management, way-finding signage and custom artwork design, fabrication and installation.

Our main objective was to create and design a space that would attract and retain talent. The environment is fun and millennial centric - carefully created to maximize spontaneous collaboration! The open floor plan with low partition cubicles, huddle rooms, telephone rooms, pantries, lounge areas and writable walls all foster this environment. These spaces are located by the windows so that team members have daylight views and the executive offices hug the building core. Every team member's workspace is complete with a sit-stand desk and ergonomic monitor arms. As for the finishes, all are sustainable - From the nylons in the carpeting sourced from recycled fishing nets to the soy core block walls to the reclaimed barn wood. Bright color pops are integrated per floor to promote clear wayfinding. Further, each floor has a specific theme that inspired conference room names as well as custom designed artwork.

OUR PARTNERS



Combined Resources Consulting and Design is an interior architectural firm based in Garden City. CRCD focus' on corporate, healthcare, education and retail interiors.

Sal Ferrara RA, President & Owner, Pat Solar, Senior Project Manager & Maria Palacios LEED BD+C, Senior Project Manager, were at the forefront of this project as the interior architect, advisor & liaison between Dealertrack & the building owners/construction team. Architectural consulting, plans & details, project management, overseeing construction & integral fast-paced decision making were just a few of the many responsibilities they spearheaded to see this project through to fruition.



Frank Pita

Case Goods / Ancillary Products



Peter Fecht

Cubicles / Task seating / Ergonomics



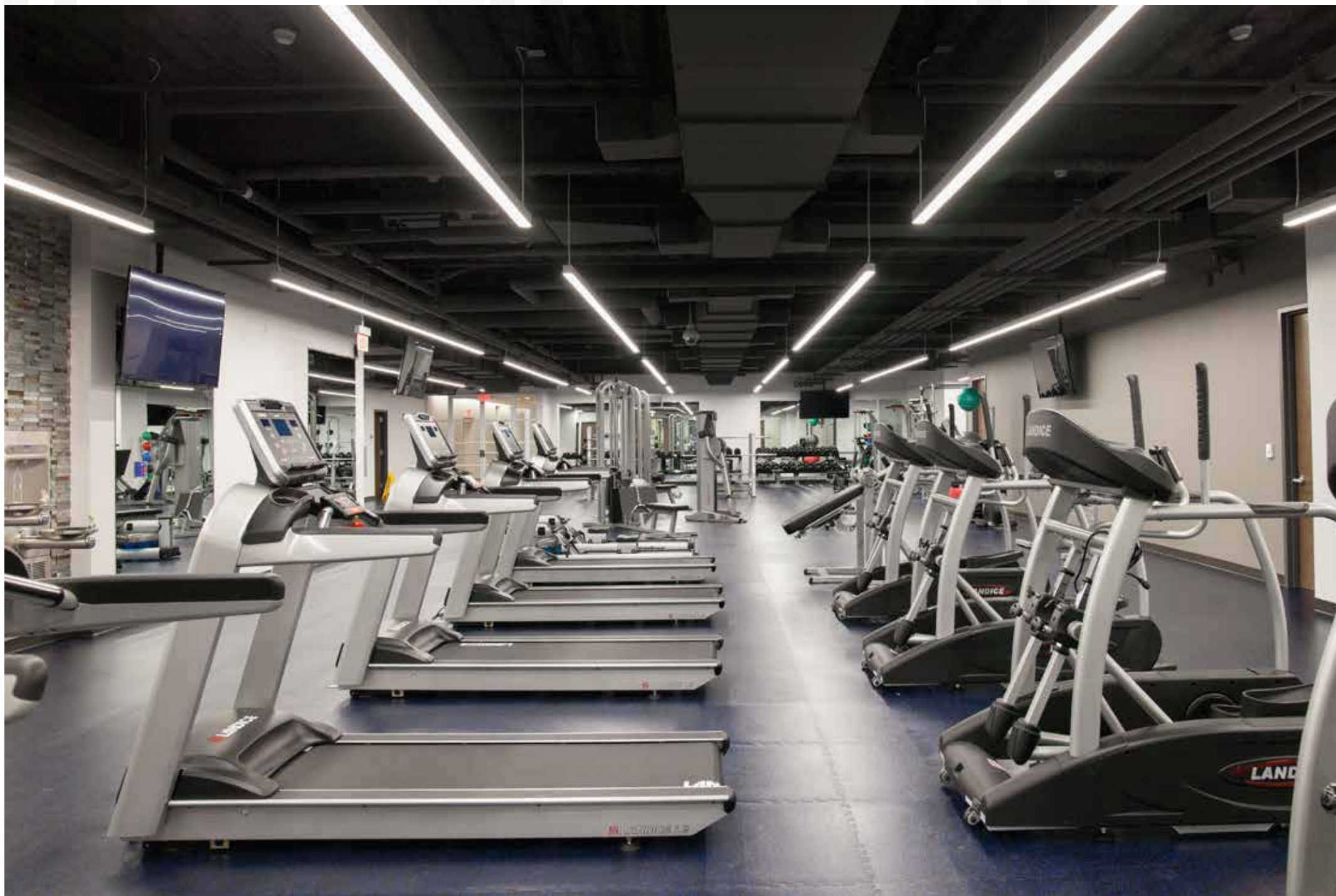
Benn Chaite

Movable Wall Partitions

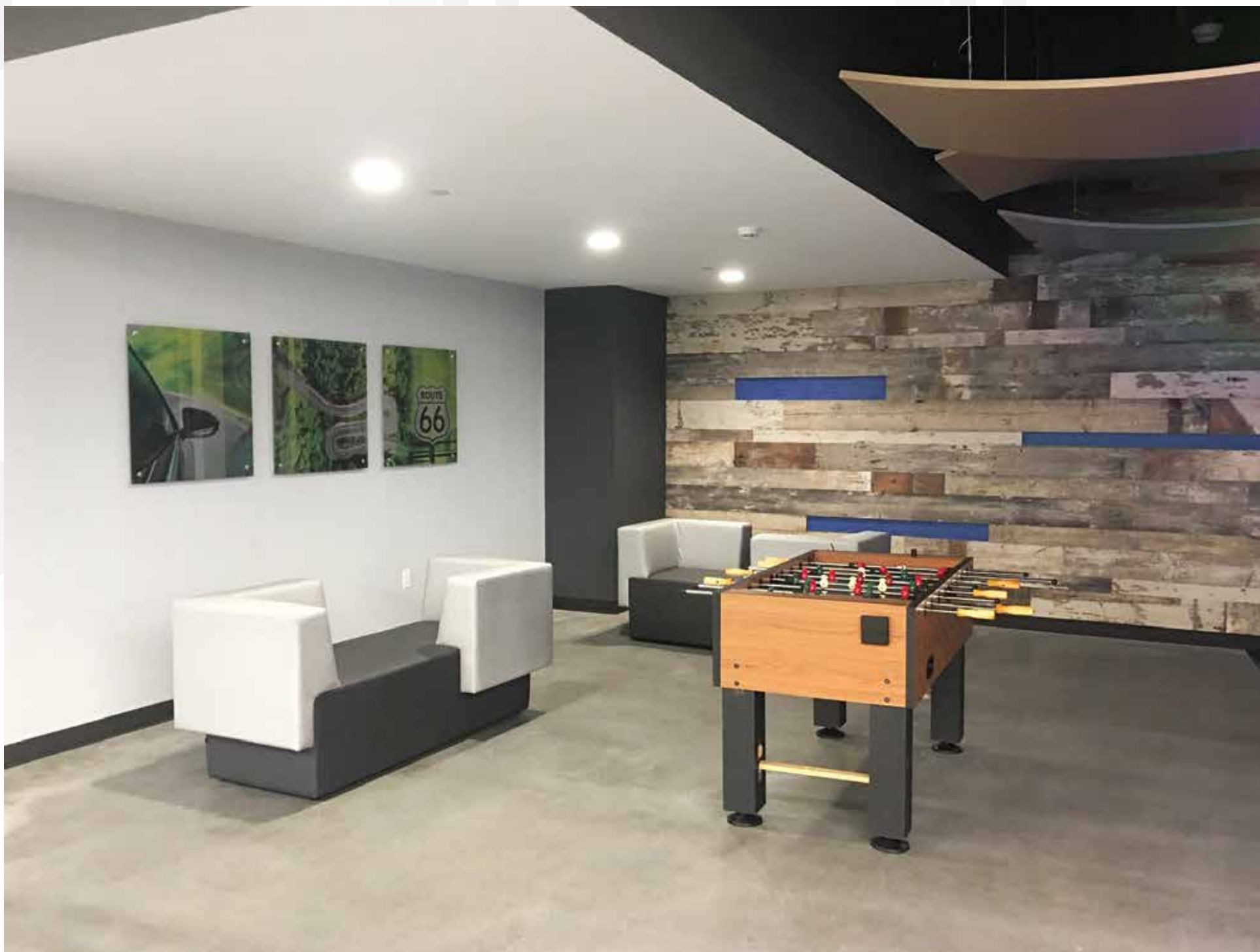












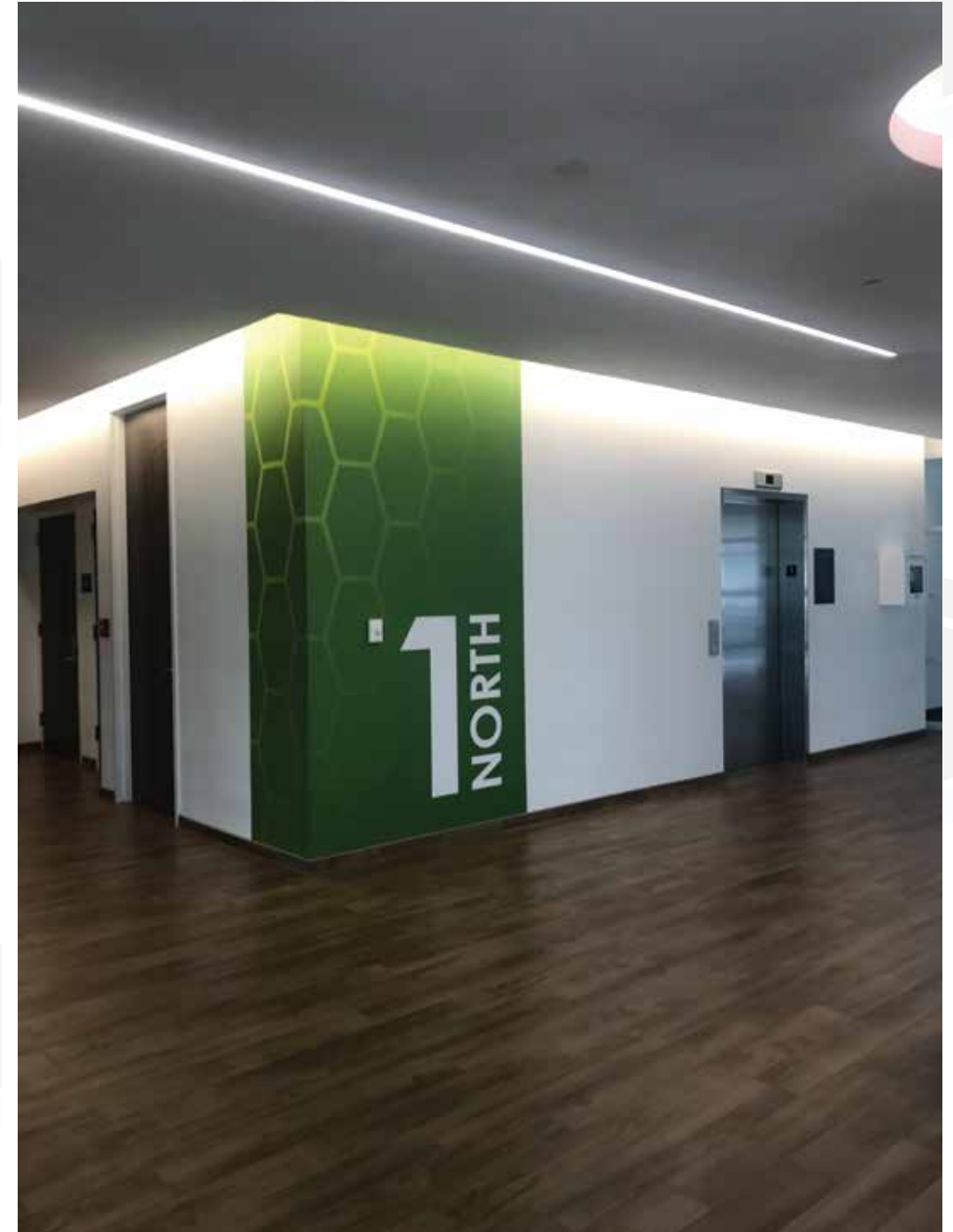






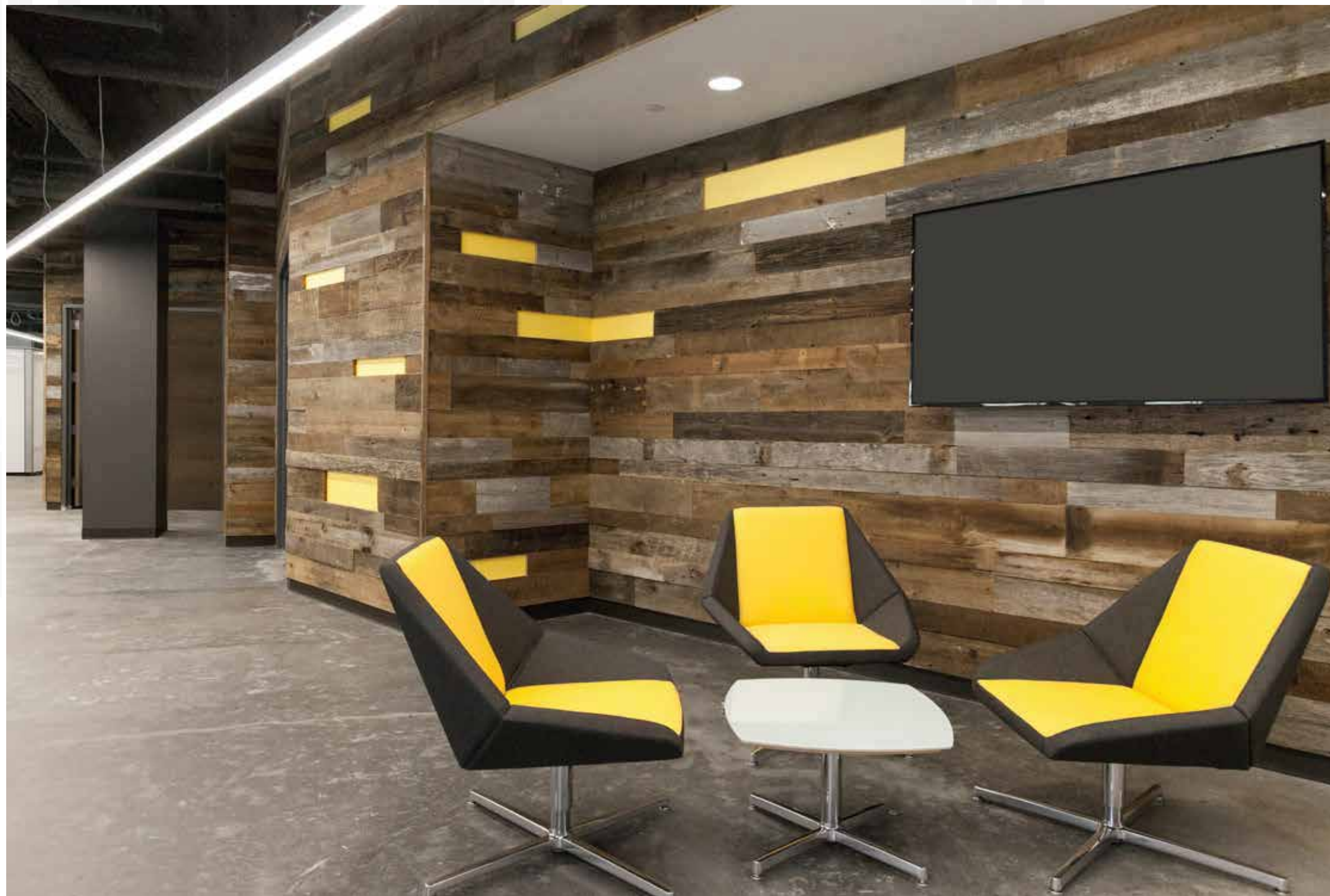






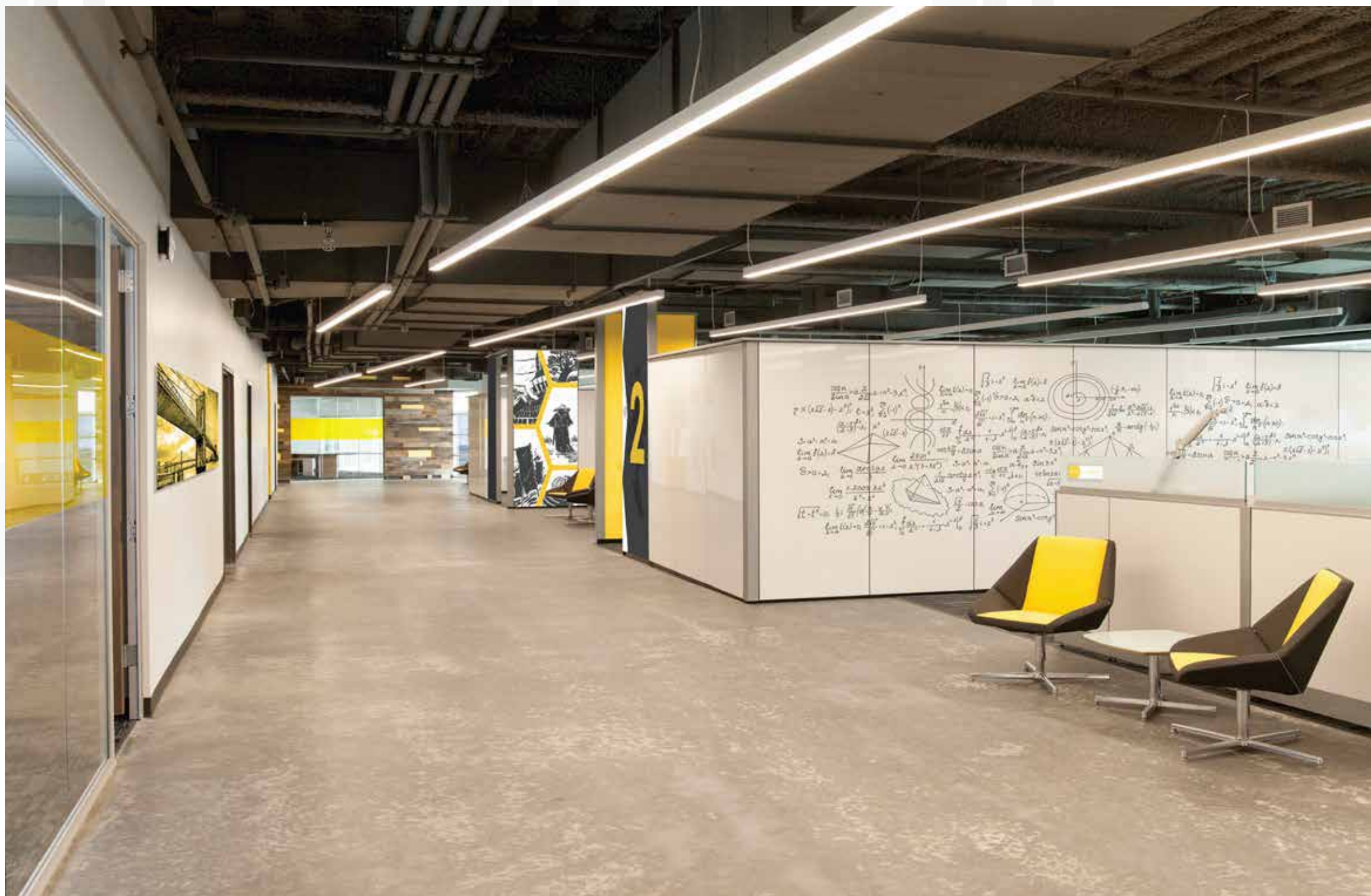




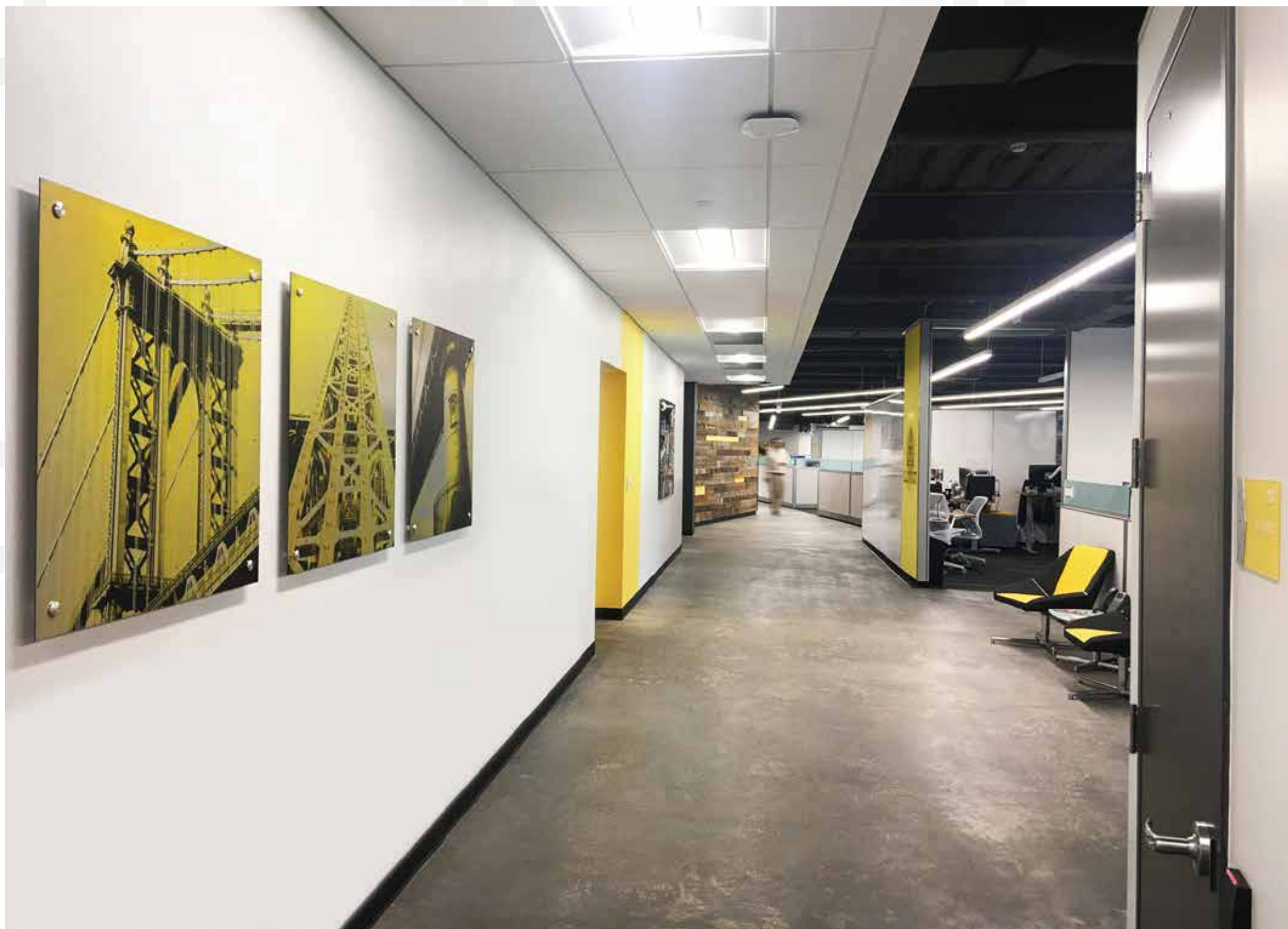


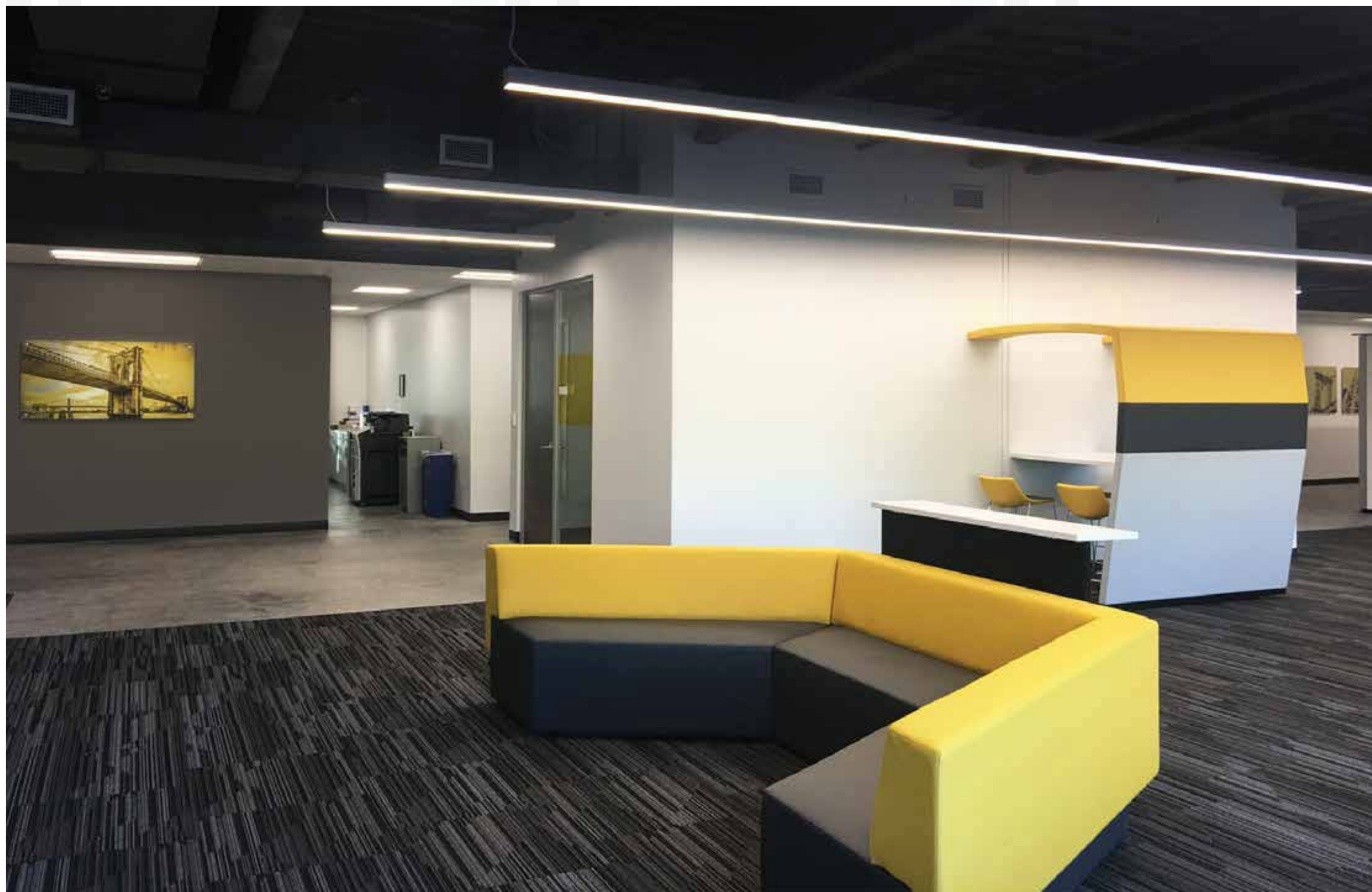






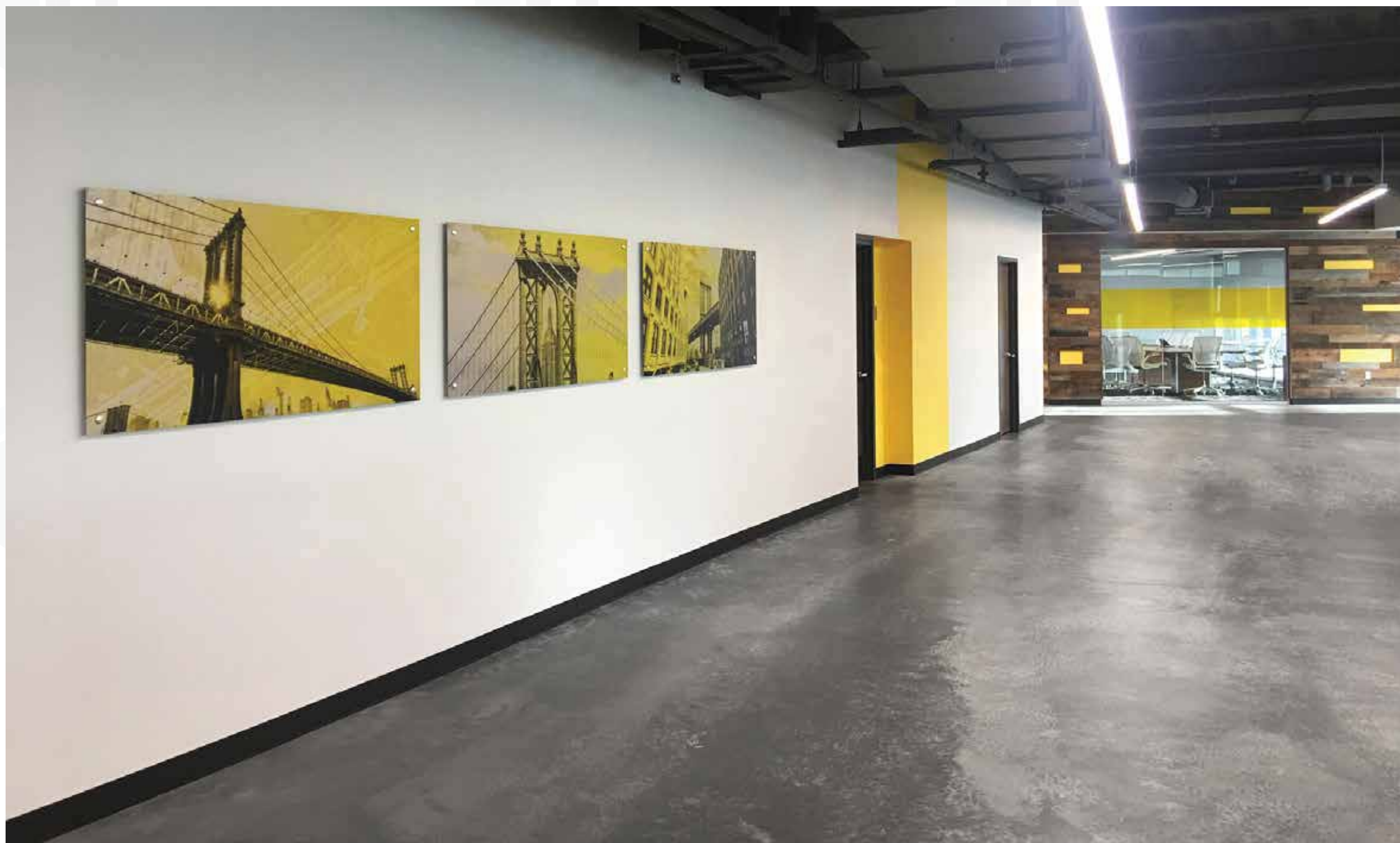










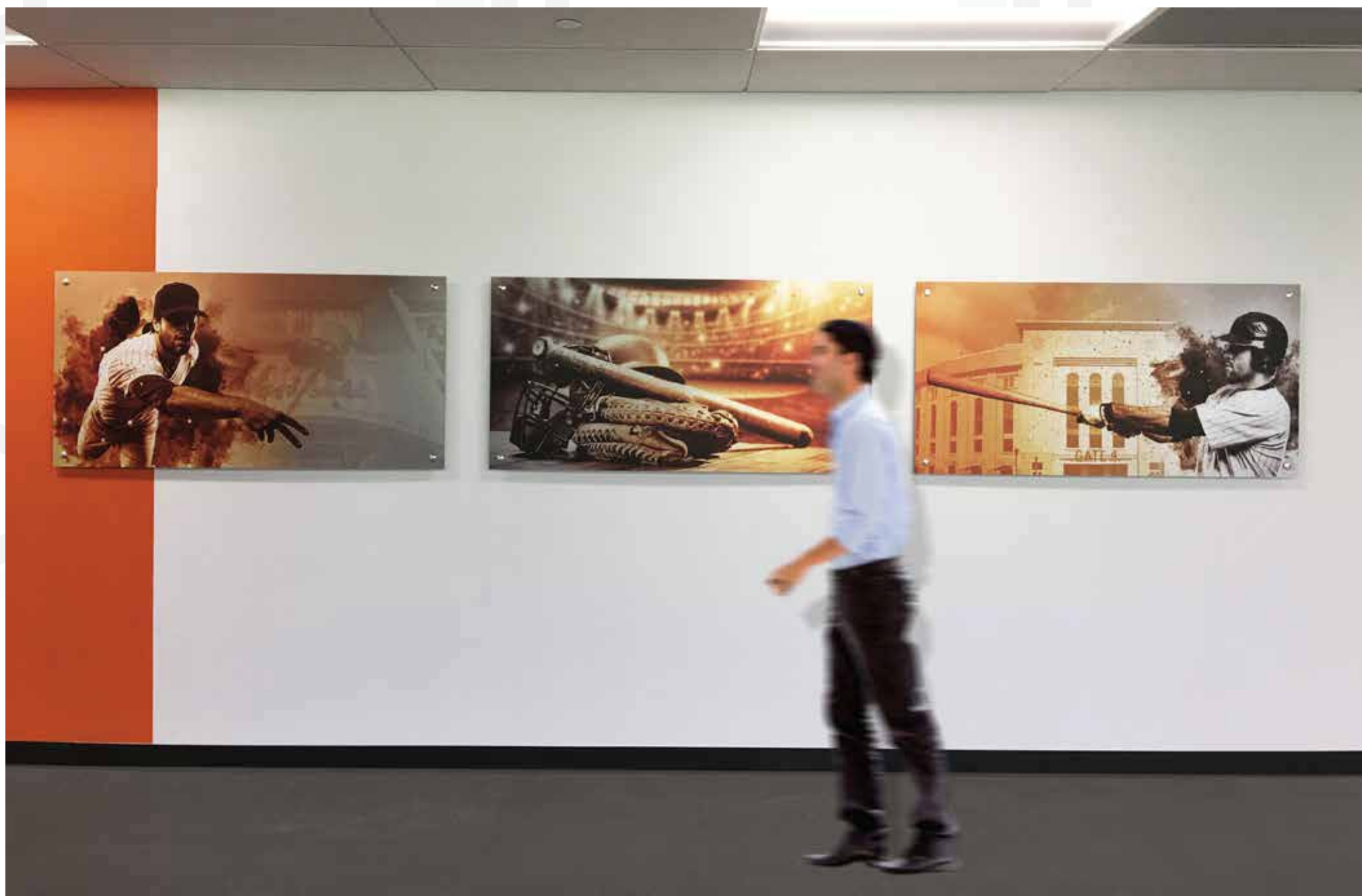


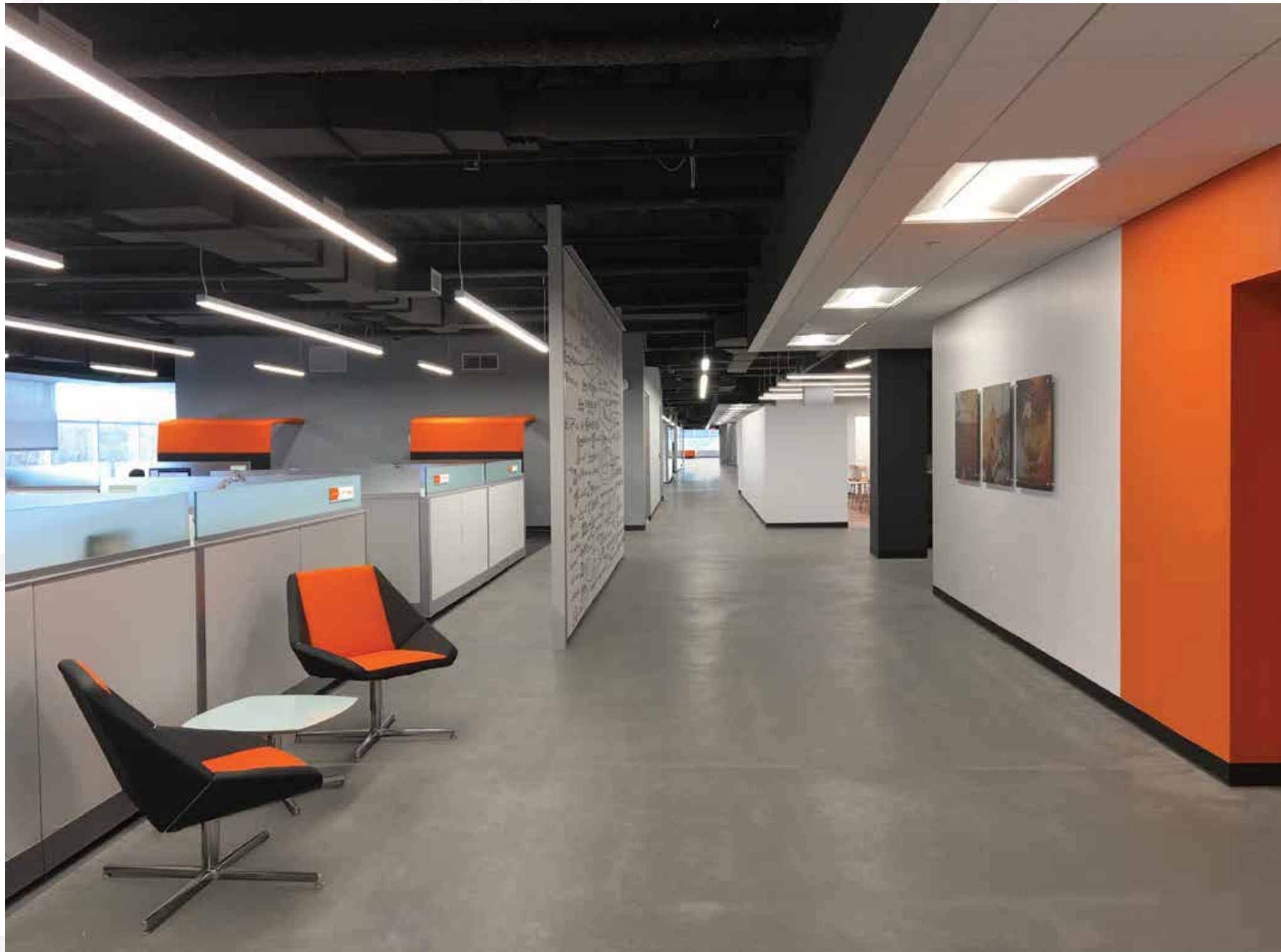










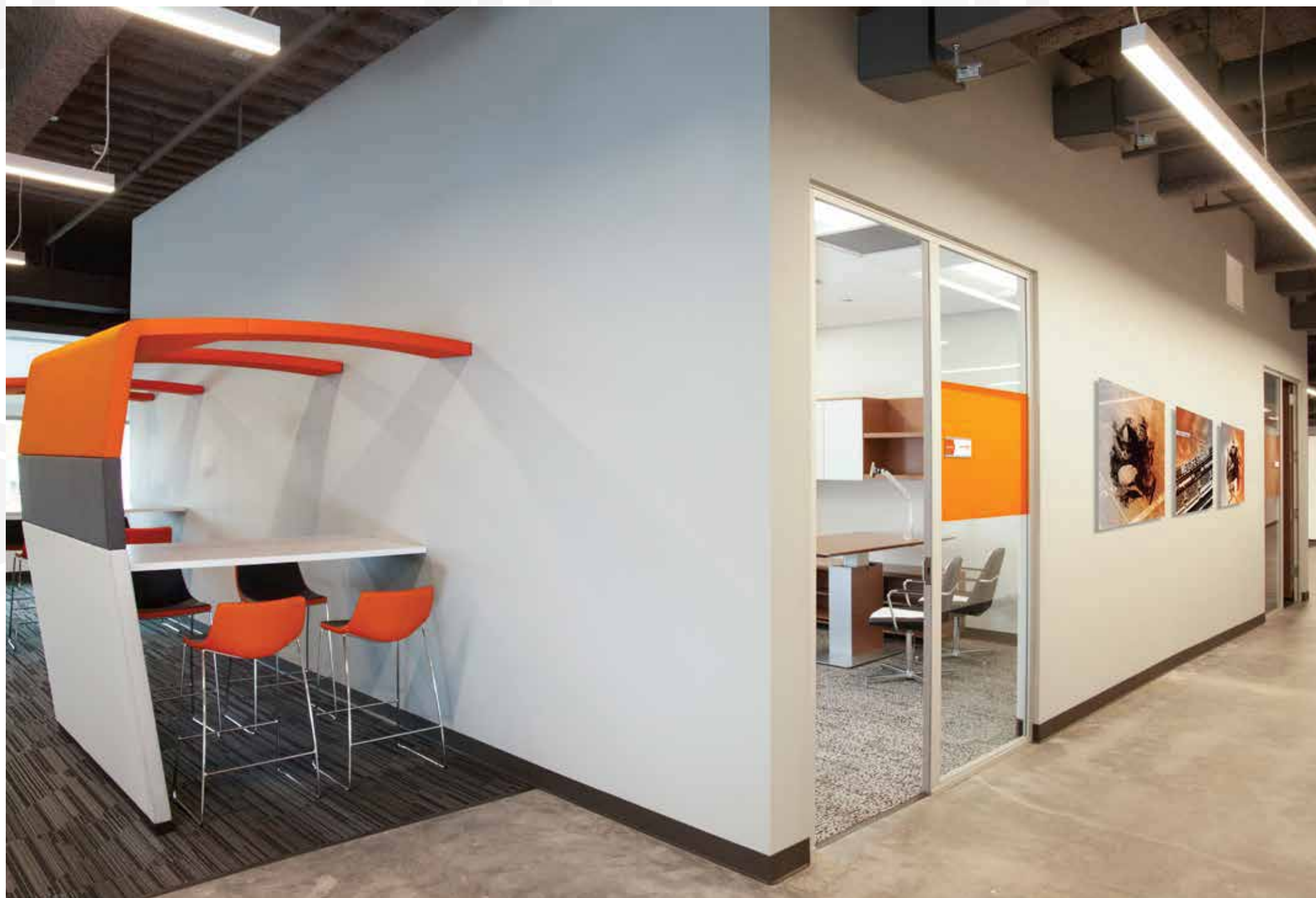




































THANK YOU FOR VIEWING!



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