

# A CASE STUDY

Kajabi

bkm.

## CLIENT



Kajabi's industry-leading all-in-one platform makes it simple to create a successful business online.

Kajabi's vision for their new space was to create a warm, contemporary, & collaborative working space in their new 2-story Irvine offices.

### PROJECT OVERVIEW:

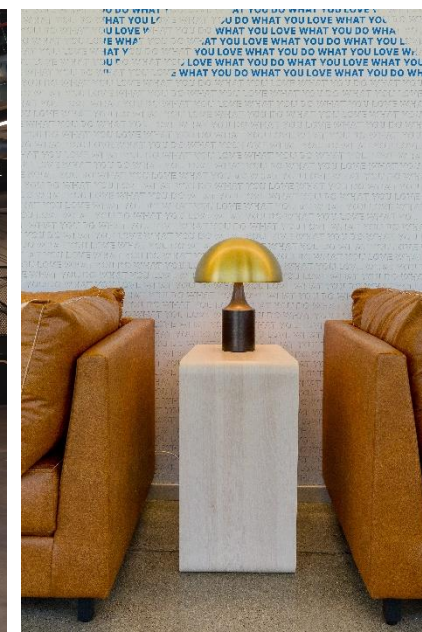
bkm OfficeWorks was awarded the Kajabi project, beating out competitors with a formal bid. Kajabi required high-end, luxury office furniture design & matching decor for a brand-new 40,000 sq. ft. office space in Irvine.

This \$1.8-million project faced several potential complications—including the COVID-19 pandemic. Coronavirus delayed occupation of the office but did not stop bkm from meeting its deadlines & creating a no-expenses-spared customizable work environment for this vibrant tech firm.

**NOTABLE PROJECT MOMENT:** Kajabi was bkm's first Accessories Package order. The bkm Design Team can assist clients with selecting and purchasing additional accessories that will complete their new space. For Kajabi, bkm selected, ordered, delivered and placed a large quantity of rugs, pillows, planters and decor items helping them complete their space from top to bottom.

## SCOPE

- 40,000 square feet 2-story office space in Irvine
- \$1.8-million contract
- 250 total employees, 40% company growth during build
- 6 private offices
- 214 workstations
- 26 collaboration areas (small and large conference rooms, open lounge areas and huddle rooms)





# A CASE STUDY

Kajabi

bkm.

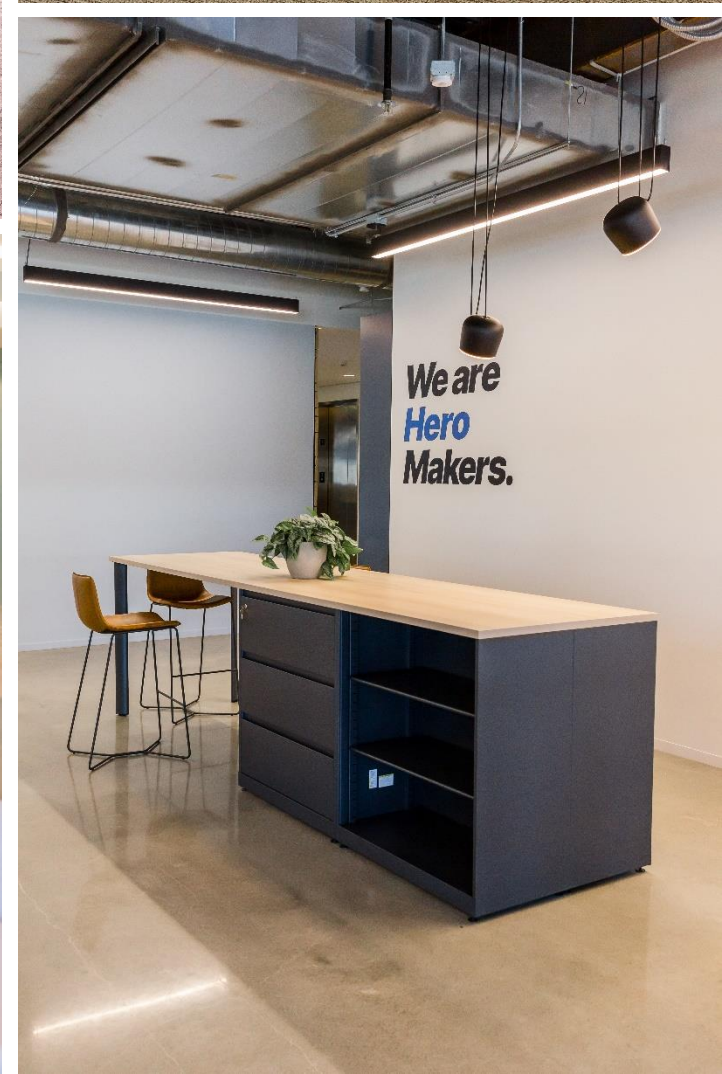
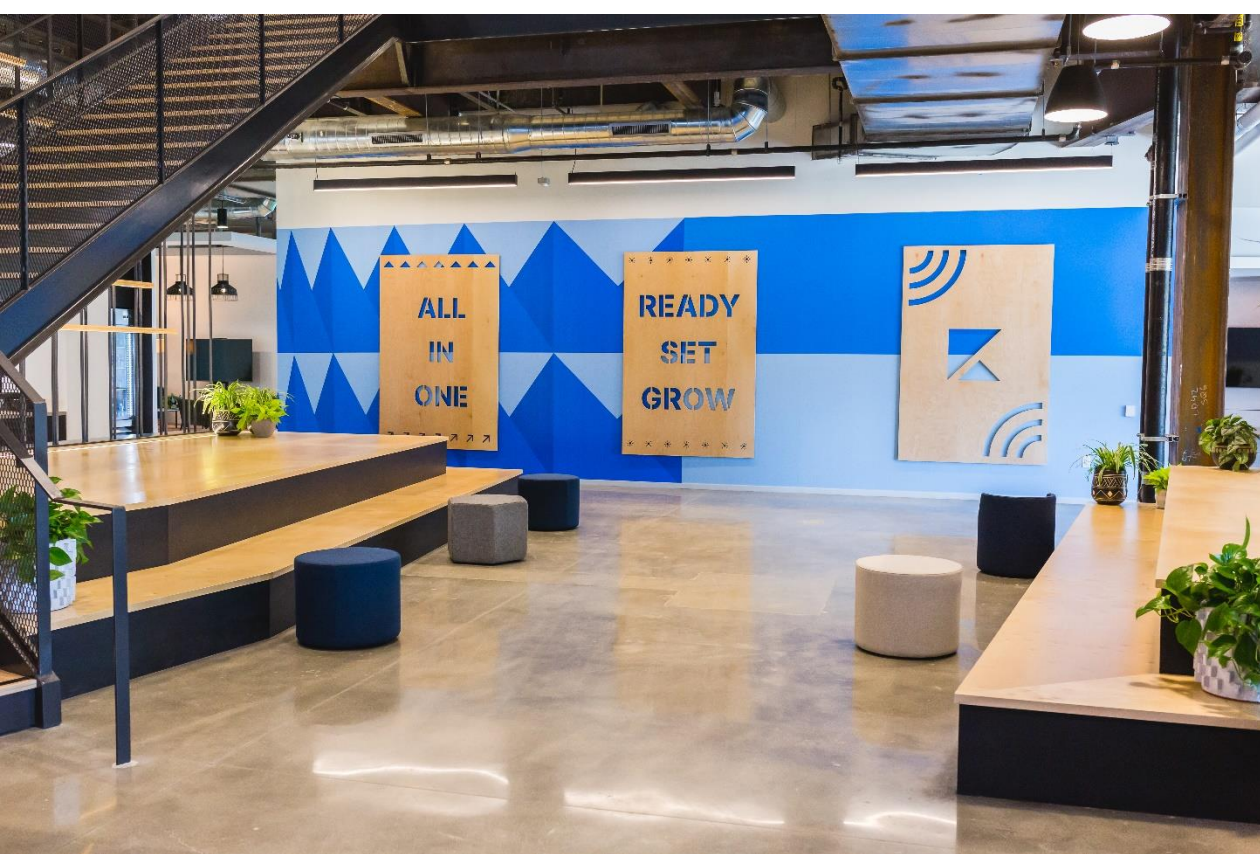




# A CASE STUDY

Kajabi

bkm.





# A CASE STUDY

Kajabi

bkm.





# A CASE STUDY

Kajabi

bkm.

## BUSINESS ISSUES ADDRESSED

### Attract, Develop and Engage

"Warm and contemporary meets classic" was the charge, which bkm OfficeWorks delivered by selecting luxurious pieces from dozens of manufacturers and creating additional customized features.

### Enhance Collaboration

Kajabi needed open collaborative spaces that invited community & emphasized teamwork amongst its growing staff.

### Reflect Work Culture

The company is the first to occupy this new space and wanted to grow into it, bringing their highly regarded online reputation into the physical realm.

### Improve Wellbeing

Employee wellbeing was very important to Kajabi. bkm designed specific wellness rooms for relaxation and meditation and incorporated several lounge spaces throughout both floors.

## SERVICES PROVIDED

- Space Planning
- Furnishings
- Decor

## CHALLENGE

Most project challenges were due to COVID-19 and product delays. This was mitigated by postponement of occupancy which was also due to COVID-19. During this time, the space continued to evolve with additional product orders and changes post order to the proposed plan.

## PARTNERS

HUGHES MARINO



Changing Lives by Design®

