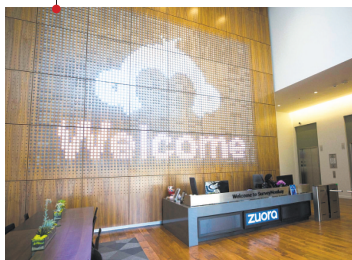


## DESIGN

## MONKEY SURVEY

**Monkey in your lobby** SurveyMonkey's lobby boasts a 900-square-foot wall-mounted light installation created by San Francisco's Future Cities Lab. The interactive display alternates between heat maps of live data feeds from the online survey company's servers around the world and a giant rendition of the company's mascot, Goldie. Used by 99 percent of Fortune 500 companies, SurveyMonkey receives 3 million survey responses per day and has close to 90 billion survey responses in its database.



**Above it all** Employees look forward to one of the requisite perks of Silicon Valley tech life: free gourmet meals and drinks served throughout the day Monday through Thursday in the Treestops Cafe. The Bay Meadows development recently opened TinBot Creamery, Blue Bottle Coffee and Fieldwork Brewing Co. in the adjacent town square. "We really do want to get our employees out into the community," says Bennett Porter, SurveyMonkey's senior vice president of marketing communications. "We think it's important for folks to visit their local shops and stores."

*Startup designs San Mateo HQ with everything its employees could ask for. Because they did.*

By Nerissa Pacio Itchon

At SurveyMonkey's sprawling new San Mateo headquarters, droves of tech workers spilling out of the adjacent Caltrain station, hopping off commuter bikes and walking to work are greeted by a 900-square-foot interactive light installation that casts a warm glow from the lobby of the three-story building's curved glass facade at 1 Curiosity Way.

Created by San Francisco's Future Cities Lab, the wall-mounted artwork, reminiscent of a simple dot matrix, alternates between animated visualizations of live data feeds from the online survey company's worldwide database — and a giant rotating monkey head.

Named Goldie, to memorialize former CEO David Goldberg who died suddenly in 2015, the quirky mascot can be spotted in a multitude of incarnations throughout the sleek and colorful space, from an oversized stuffed monkey perched in front of an elevator bank to a smattering of monkey-head ornaments that employees placed around the building when the company moved from Palo Alto nearly a year ago.

"When you work here," says Bennett Porter, SurveyMonkey's senior vice president of marketing communications, "you have to embrace the monkey."

Designed by Tim Murphy Design Associates and SurveyMonkey's internal brand creative experience team, the first corporate anchor in the burgeoning Bay Meadows development has all the classic markings of a Silicon Valley tech start-up.

The wide-open, office-less facility built by Novo Construction has the requisite on-site gym and yoga studio, game room and free gourmet cafeteria with a state-of-the-art espresso machine, ensuring employees are always caffeinated and well fed.

But unlike other tech firms, the modern 20,000-square-foot interior that houses 400 of its 700 global employees was designed almost entirely using employee survey feedback. Every detail, from the office chairs and wood finishes to the unconventional conference-room names and the height of the restroom stall dividers, says Porter, were gleaned from surveys.

"The philosophy was to make the new space super open and super collaborative," says Porter of the headquarters for the company founded in 1999. "We wanted it to reflect the openness, inclusion and transparency of our culture."

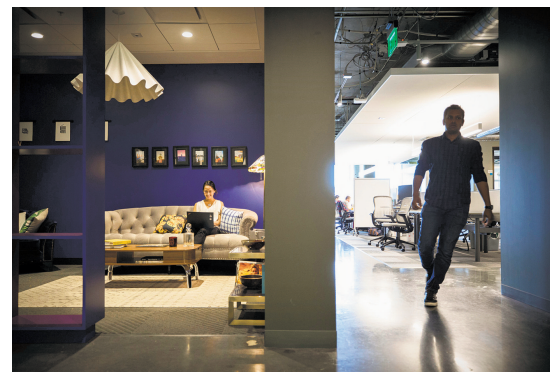
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**Communal library** Furniture in vibrant hues pop against the polished concrete floors finished throughout the building, including these kelly green leather couches in the library. Each nook is located near a bookshelf. "We wanted the new space to feel like home," says Bennett Porter, SurveyMonkey's senior vice president of marketing communications, of involving the entire office design. "When you're working in digital, it's rewarding to work on a physical space."

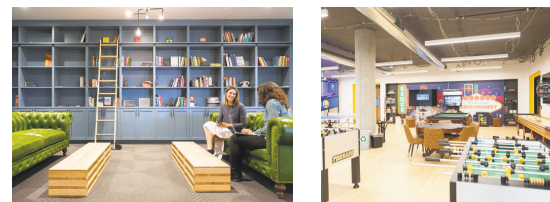
## SURVEY, MONKEY DO



Courtesy SurveyMonkey



**Collaboration nooks** In typical Silicon Valley fashion, employee work stations are grouped throughout the building in an open-concept setting. The design team created varied options for collaboration and solo work away from desks, such as this spacious lounge alongside a bank of cozy booths.



**Experiential lounge** Complete with a plush velvet love seat and crystal scotch decanter, the Monkey Paw serves as a relaxation retreat adjacent to the Treestops Cafe. The retro-inspired room is filled with vinyl records, coffee-table books, and other sensory objects. "It's a place people can go that's not your typical conference room," says Bennett Porter, SurveyMonkey's senior vice president of marketing communications. "It has a different smell. There are tactical things for people to feel. It's a special place for people to go and be curious."

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**Games for all ages** "Of course, you have to have a game room if you're in Silicon Valley!" says Bennett Porter, SurveyMonkey's senior vice president of marketing communications, noting the company's family-friendly culture where employees' kids are welcome to visit. The Vegas-themed entertainment center features pingpong, pool and foosball tables, X-Box consoles, a vintage Pac-Man arcade machine and an electronic basketball game, an employee favorite.