

**POTAMUS TRADING
Headquarters**
Boston, MA

Project Partners

Elkus Manfredi Architects
ACT
JN Technologies
Columbia Construction

Trends

Brand + Culture
Attract, Retain & Engage
Integrated Technology

Solutions

Audiovisual
Furniture
Move Management



Ecosystem of spaces: trading desks, lounge areas and meeting rooms | Photos © Garrett Rowland

Like the hippo, Potamus' namesake and king of the jungle, they embrace adaptability in their culture and workplace applications.

Welcoming you to Potamus Trading's space is a life-size hippopotamus statue—not exactly what you'd expect from a financial services company. Potamus, a technology driven firm, gets its name from “hippopotamus,” an incredibly resilient animal. Their philosophy is rooted in this adaptability, comparing a trader to the hippo, or someone who's the master of his environment. Their name speaks to their culture and the idea behind their workplace design. Potamus took feedback from its people to design a versatile space that accommodated for heads down, focused work as well as fun and relaxation after the work is done.

Brand + culture.

Several more hippo statues are positioned throughout the space, serving as a reminder of the company ethos. While much of the space is an open plan, they included small havens for impromptu meetings and a central watering hole for socializing after the market closes. Unique habitats emerged, supporting different working cultures and personalities. The traders, mostly computer engineers and developers, prefer quiet at their own workstations so they can stay focused while the operations group favors working in the open plan and collaborative areas.

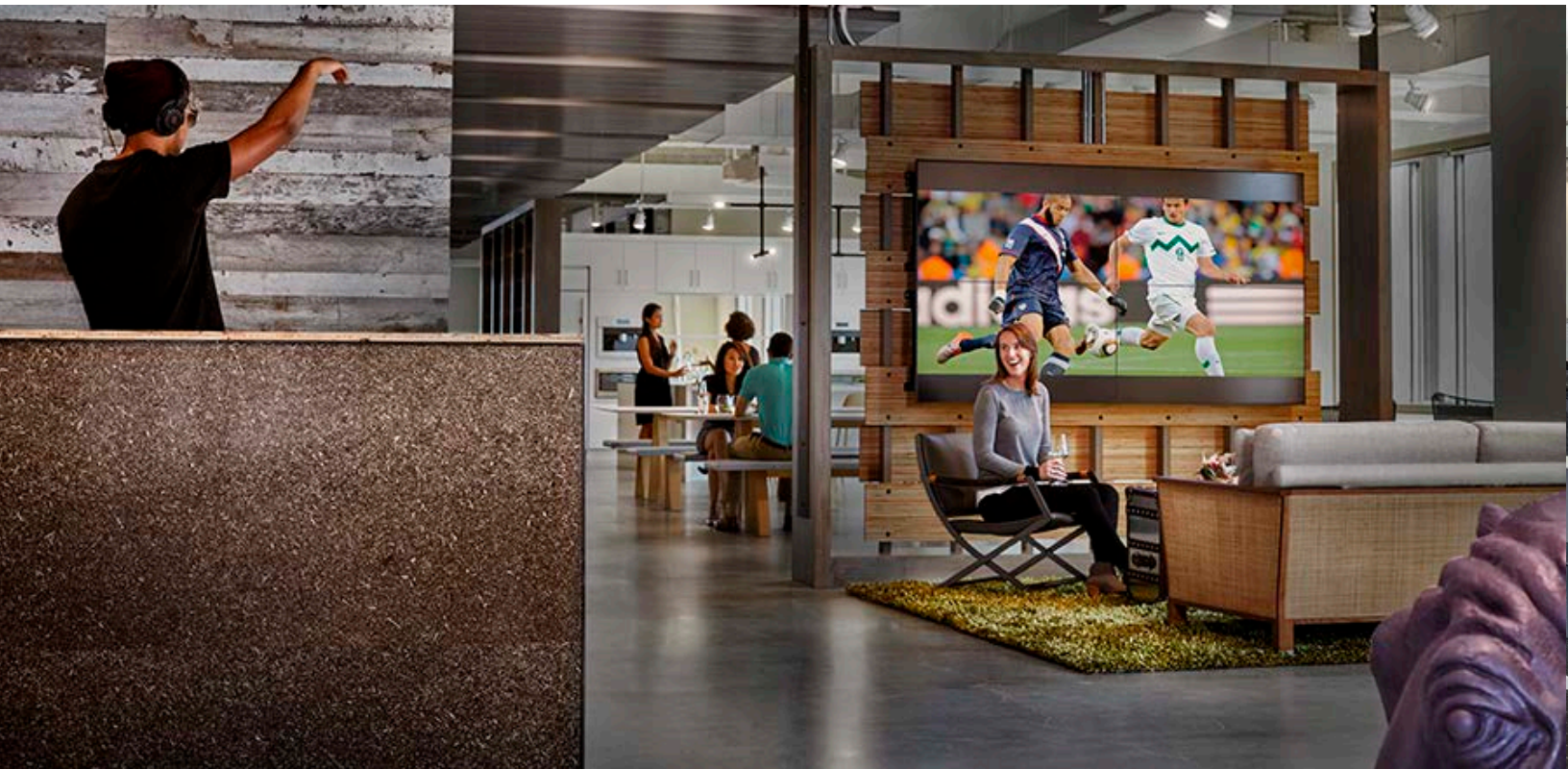
Attract, retain & engage.

Potamus is competing for the very best talent—their developers and engineers are recruited by the biggest players in the tech industry. Highly attuned to the needs and desires of both their existing and potential workforce, Potamus offers a productive, collaborative and enjoyable workplace ecosystem. They've really created a destination that feels like home, outfitted with a large open kitchen and high end coffee machines for the caffeine lovers, a custom game room for video gamers, and a pool table and DJ booth for recharging and hanging out after hours.



Reception area

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Video wall and DJ booth

Integrated technology.

Integrated audiovisual technology creates an immersive experience. From the custom designed gaming room to a dual-sided video wall, Potamus and the Red Thread AV team took the designs envisioned on paper and translated them into fun, simple to use, custom applications. The audiovisual design blends disparate technologies into one seamless system, and maintains the commercial quality and integrity of a high-end system without sacrificing the intuitive functionality.