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From the Philadelphia Business Journal:

<https://www.bizjournals.com/philadelphia/news/2018/07/11/cool-office-goldberg-miller-rubin.html>

Cool Offices: Litigation firm remodels for millennials

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Local litigation firm Golberg Miller & Rubin had been in its current building for 16 years when they opted to make a style change amid growth and some management turnover.

Now the business that began on just half a floor has now expanded to two floors and includes five big conferences rooms, a coffee lounge, multiple kitchens, and enough space for the staff to do yoga together after workdays.



COURTESY OF GMR

"The biggest thing that we decided to do is that on our 15th floor we have a big Coffee Lounge...with a big screen TV and couches and a dining room table. That's where everybody goes to eat lunch during the day and we have happy hours in there on Friday afternoons after work and we have sports events going... And we have to do continuing education, so we have all of our CLEs in there. So that's what we've tried to do to make it more appealing to the millennials," said CEO Lori C. Miller.

The total makeover extended past just the commercial space but into their logo, website and even business cards. Another big change was the elimination of filing cabinets that took up tons of room in both offices and hallways, and now the firm – after 23 years in Center City – has gone completely paperless.

"Each of the partners really has their own space, not just physical space but they each made their offices their own. Lori's is really blue, and it kind of reminds you of being at the beach and the shore and the ocean. One of the other partners has almost a comic book-sports theme in his office. So, he has these huge wall hangings of over-sized comic book covers. It's really neat because you can see each partner's personality in their own space and they're just really well designed," said GMR's COO Lucille Bitterman.

Address: 121 S. Broad St, Suite 1600 Philadelphia, PA 19107

of Employees: 31 attorneys, 50+ employees in Philadelphia, 60 employees total

Building name: North American Building

Office Opened: 23 years ago on just half a floor

Size: 13,000 square feet

Floors: Two entire floors, 15 and 16

Lease ends: Started in 2016, ends in 2023

Remodel: Difiore & Partners

Management company: SSH Real Estate

Want to show off your office? We recently asked a variety of local companies to submit what they believed were "cool" office spaces. Send the Philadelphia Business Journal high-resolution photographs and information about your space at clefton@bizjournals.com.

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