

JetBlue Airways Long Island City, NY





Custom Shred



Custom Shred

The Project

JetBlue Airways’ new headquarters consolidates nearly 1,000 employees from its Forest Hills office and its Connecticut location into one central office in Long Island City. Housed in an historic space built in 1911, the Brewster Building is the site where the Brewster Aeronautical Company built the Brewster F2A, which was the first monoplane fighter airplane flown by the Navy during World War II. JetBlue is a relatively new airline, first launched in 1998. Since then, the airline has grown to be the largest domestic carrier serving John F. Kennedy Airport and more than 14 million passengers at the four airports managed by the New York Port Authority, providing the area with thousands of jobs.

The Challenge

Design team HLW wanted to recreate the fresh look and feel that JetBlue is known for by both customers and employees, while also pursuing the LEED Silver for Existing Buildings certification. More than 200,000 square feet of space over three levels houses nearly 1,000 employees who work every day to manage 14,000 crew members across the country.

The Solution

HLW International integrated JetBlue's corporate branding patterns and catchphrases, known collectively as *Jettitude*. With an engaging yet simplified palette, the firm featured slick white surfaces with bold pops of color, including JetBlue navy and orange. J+J/Invision's Shred modular was selected as the main flooring with the goal of consistently conveying this energetic aesthetic without overpowering the other finishes. HLW worked closely with J+J/Invision product designers to subtly incorporate the JetBlue signature navy as an accent line to the an ombre of neutral grays. JetBlue's office features an open plan with transparency between spaces to allow for a work environment that fosters collaboration.



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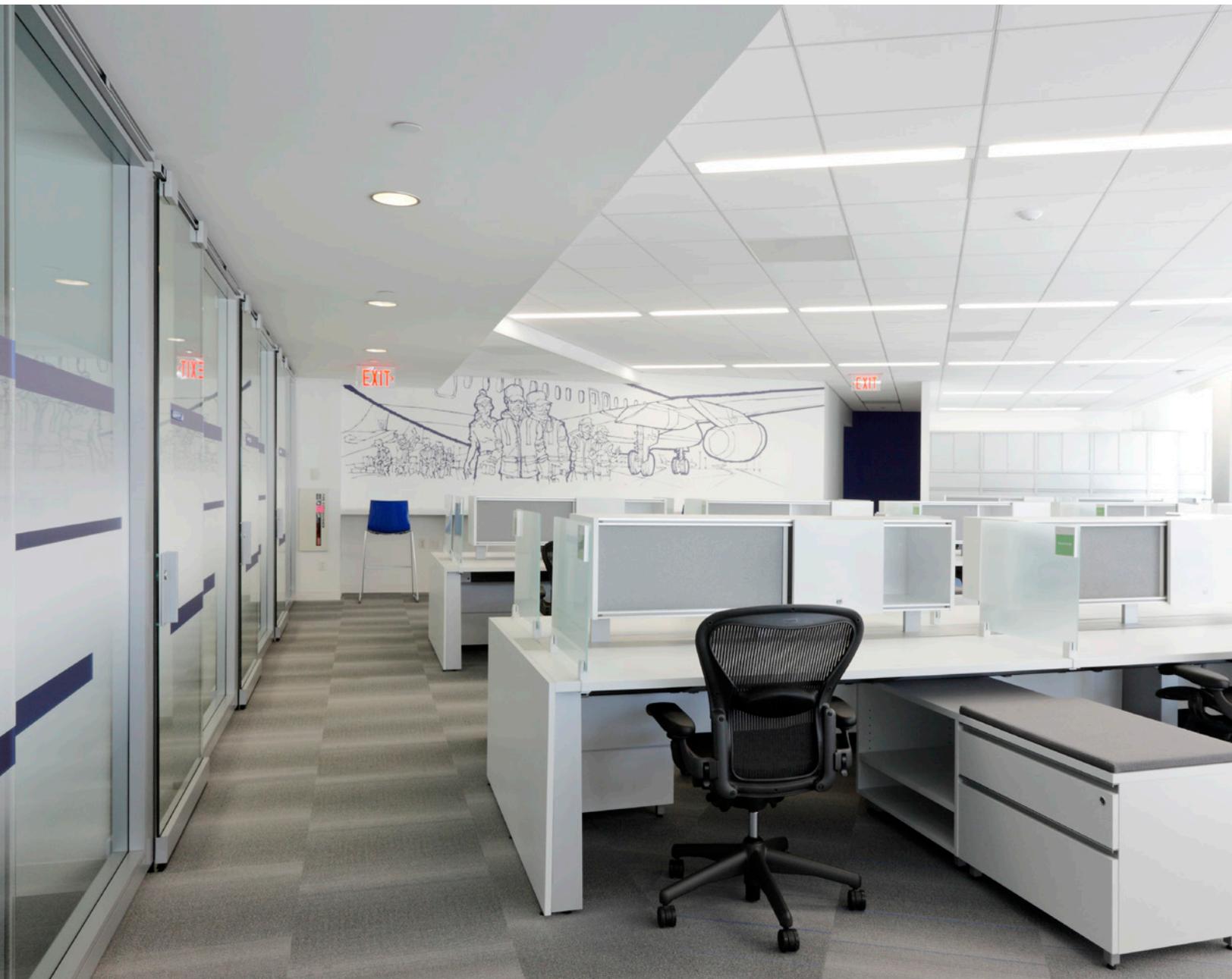
The Details

Design Firm:
HLW International, LLP

Flooring Contractor:

J+J/Invision Products:
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Square Yards:
8,353



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jj-invision.com

P.O. Box 1287
Dalton, GA 30722
p 800 241 4586
f 706 275 4433

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