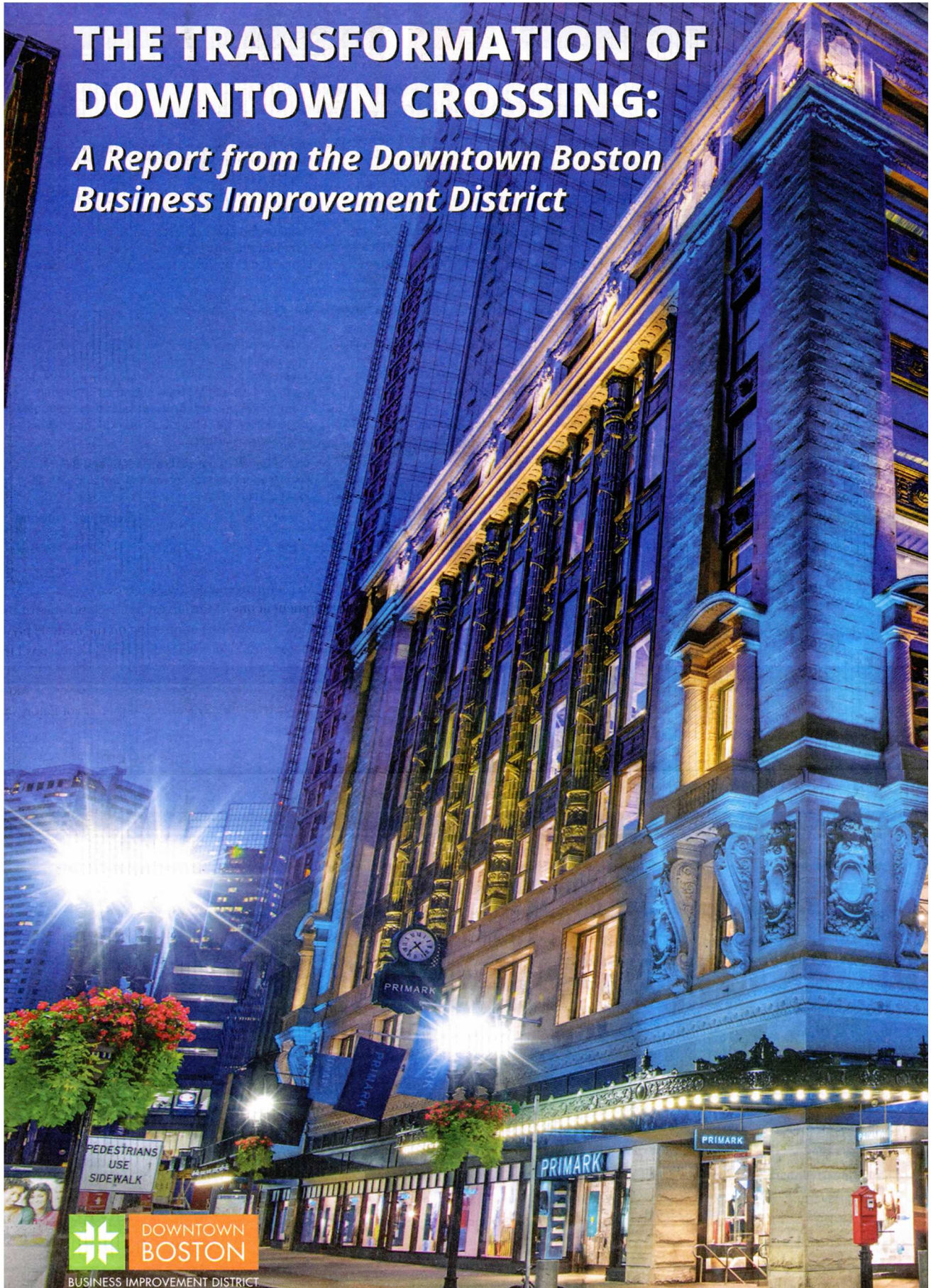


# BOSTON BUSINESS JOURNAL

## THE TRANSFORMATION OF DOWNTOWN CROSSING:

*A Report from the Downtown Boston  
Business Improvement District*





## CREATIVE AGENCIES FINDING HOME IN DOWNTOWN

**D**owntown has become a hub for advertising and public relations companies, because “creativity and innovation are inherent in its DNA,” said Arnold Worldwide Global President Pam Hamlin, citing William Filene and his innovative department store concept and Daniel Burnham, the architect of that downtown emporium.

In August 2014, Arnold Worldwide, a global creative agency headquartered in Boston, moved its office from the Back Bay to Downtown Crossing, where Arnold, parent company Havas and their hundreds of employees became the first major tenants in the 10 Summer St. building that once housed Filene’s. The refurbished Burnham Building is now home to Havas Village Boston, a collaborative workspace shared by Arnold, Havas Media, Havas Edge, H4B and Havas PR. Arnold has nine other offices around the world and delivers services across all communication touch points for its clients, including advertising, digital, promotions, direct, design and branded content.

### “SEEING THE POSSIBILITIES”

“In the business we’re in, it’s about seeing the possibilities,” said Hamlin, recalling her first visit to what was then a gutted structure. Arnold leadership had

looked at more than 25 other sites, but “we walked in and it just felt right.”

Hamlin now works in a thoroughly modern setting, but one that maintains the feel of the Burnham Building’s original architecture. “You walk off the elevator and say: Wow,” said Hamlin.

In terms of location, the company has come full circle in its return to the Downtown Crossing area; an earlier incarnation was next door at 101 Arch Street. “We’re just thrilled to be in this area of the city,” she said. “I can’t wait to see how it evolves over the next few years.”



Pam Hamlin

### EASY ACCESS & BIG-CITY ATMOSPHERE

Marlo Fogelman also had offices in the Back Bay and thought she’d remain there when her growing integrated marketing firm outgrew its office space in 2013. Fogelman was ready to settle on a lease when her broker told her that she could get much more for her money in Downtown Crossing.

“He showed me the third floor at 38 Chauncy Street, and the rest, as they say, is history,” says Fogelman, principal of the award-winning marlo marketing public relations firm, which also offers branding and

design, digital marketing and advertising services to clients such as Pretzel Crisps, Narragansett Beer, Paint Nite and The Lawn on D through offices in Boston and New York.

She finds the new location ideal in terms of transportation and overall environment. “We are a service business, and it’s important that our clients and prospective clients can get to our offices quickly and conveniently, whether they’re coming across town, from the airport or from South Station,” says Fogelman.

“All of us, especially the former New Yorkers on my team and our colleagues up from the Manhattan office, love the bigger city feel we get here in Downtown,” she says. “We have easy access via public transportation and a plethora of restaurants, bars, lunch spots and coffee shops.

The opening of Roche Bros. was huge, and we’re all excited to see what else will come as the neighborhood continues to evolve.”

She also appreciates the impact of the Downtown Boston Business Improvement District. “The BID really goes out of its way to help businesses, and they’re always open to out-of-the-box ideas, so it truly feels like we’re part of a bigger community here, which only further adds to our appreciation for our new home.”



Marlo Fogelman