
Growing in New York, Powered by AMQ

2026 Case Study





Office Featured in Photo: North Berkeley Imports

Contents

Introduction 04

Wall Street I.T. Management 10

North Berkeley Imports 16

The AMQ Difference in New York 22

New York City, Done the AMQ Way

Plan. Design. Enjoy. In 30 Days.

New York City moves fast — and the businesses that succeed here need workspaces that keep up. AMQ recently partnered with two growing companies in New York City to help them do exactly that: create smart, well designed environments that support productivity, elevate brand presence, and instill long term confidence — all in just 30 days.

From a technology firm in Midtown's newly revitalized PENN District to a heritage wine importer expanding to the East Coast, these projects tell one story: when design is simple, furniture is built to last, and the process is effortless, businesses can focus on what matters most.



We're for Simple.



Two Businesses.

One Need for Speed — and Confidence.

Though very different in industry and culture, both clients shared common challenges:

- Growing Fast
- Needed a space that reflected their brand and future
- Couldn't afford disruption or risk
- Wanted furniture they could trust to perform and last

AMQ's Plan, Design, & Enjoy in 30 Days approach delivered not just speed — but peace of mind, backed by 10 year warranties, BIFMA compliance, and ergonomic performance they didn't have in their previous setups.

Wall Street I.T. Management

A Polished, High Performance Space in the Heart of Midtown

Located at Penn 1 Plaza in Midtown Manhattan's PENN District, Wall Street I.T. Management (WSITM) is a fast-growing managed services firm supporting a wide range of IT needs. As the company began hosting more executive level client meetings, its workspace needed to reflect the professionalism and technical reliability clients expect from an IT partner.



“Our space needed to match our brand — capable, confident, and modern.”

— Greg Gong, Founder & President



To kick off the project, the WSITM team turned to **AMQ's Lookbook**, using it to gather ideas and quickly visualize applications that would support focused work while elevating their client experience. The Lookbook helped the team move fast—without second guessing decisions.

The Solution

- **Kinex** benching systems paired with **Personality Plus** task chairs created streamlined, ergonomic workstations for the in office team — offering adjustability, comfort, and support missing from their previous setup.
- **Embank** furnished the private office with a clean, professional presence.
- Existing conference tables with integrated technology were refreshed with **FL-X** seating, while **Tizu** stacking and nesting chairs provided flexible overflow seating.
- **Brin**, AMQ’s newest stacking chair, was added as guest seating and for larger meetings and events.

Every product selection met BIFMA standards, came backed by 10 year warranties, and delivered ergonomic benefits that improved daily comfort and long term performance.





The Result

From planning to installation, the entire office was completed within 30 days, with no disruption.

“We didn’t just get a better looking office—we created a space that will support our team for years and create a lasting impression on our clients,” said Greg.

Today, WSITM’s office supports productivity, reinforces credibility with clients, and reflects a business built to scale. The new environment provides a strong first impression for client meetings and flexibility for employees creating future growth.



North Berkeley Imports

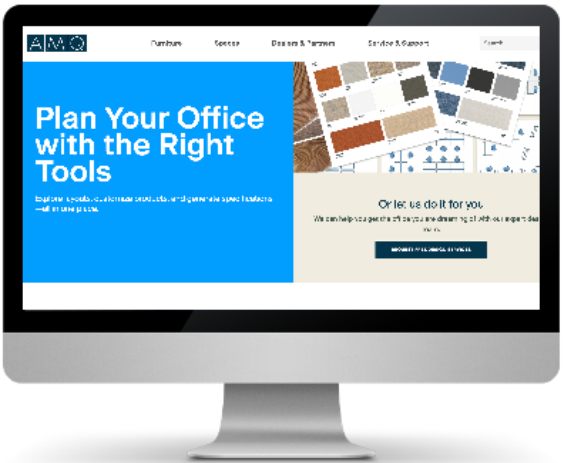
A Hospitality Driven Space Designed to Last

Founded in 1979, North Berkeley Imports (NBI) is a highly respected importer of fine French and Italian wines. When the company expanded into the East Coast market amidst the evolving Financial District, its New York City office needed to function as both a workplace and a destination. “We wanted clients to feel relaxed and welcomed, but we also needed a space that worked hard behind the scenes,” said John Coyle, Regional Manager.



The Planning & Design Process

Using AMQ’s design tools, planning resources, and 3D configurator, the NBI team quickly mapped out a space that balanced warmth, flexibility, and performance — without overdesigning or overspending.





The Solution

- West Elm **Mesa** and **Sterling** collections brought residential warmth to lounge areas used for tastings and informal meetings
- **Activ Pro 2.0** height adjustable desks paired with **Jaku** ergonomic task seating gave employees flexibility, movement, and comfort — an upgrade from the static seating they had before.
- **Embank** collaborative tables and Brin stacking chairs created a flexible meeting space that adapts throughout the day.
- A West Elm **Greenpoint** café table, surrounded by Brin stackers, anchored the space as a casual hub.

As with the WSITM project, every product choice was BIFMA compliant, built for commercial use, and backed by long term warranties — critical for a growing business investing in a new market.





“We wanted clients to feel relaxed and welcomed, but we also needed a space that worked hard behind the scenes.”

The Result

The finished space feels elevated, approachable, and authentic — perfectly aligned with North Berkeley Imports’ brand and mission.

“Knowing the furniture was durable and covered long term gave us assurance we made the right investment,” said John.

The AMQ Difference in New York

These two New York City projects demonstrate that great spaces don't require long timelines, complex processes, or trade offs between speed and quality. AMQ delivered solutions that reflected each company's brand while serving as a space to continue growth and welcome clients.

With AMQ, businesses get:

- Fast planning and decision making
- Thoughtful, ergonomic design
- BIFMA compliant products
- 10 year warranties for long-term confidence

That's how AMQ helps growing businesses in New York — and everywhere else — move forward with affordable solutions built to last.

Plan. Design. Enjoy.
In 30 Days.



