



Vertex Corporate Entryway

3215 Merryfield Row
San Diego, California 92121

KEY FEATURES

- Custom-built “Protein Strand” artwork
- Rotating mounts for spinning effect

ARCHITECT

DGA

CONTRACTOR

BNBuilders

Vertex, a global biotechnology company, needed the entryway to its San Diego Research & Development offices to not just inspire its existing team walking through the doors, but also inspire potential employees to the possibilities of what could be accomplished if they joined the team. In the battle to stand out in an incredibly competitive hiring market, Vertex decided to highlight one of the foundations of their innovative work in Cystic Fibrosis treatment: a health protein strand. Moving beyond a simple static conversation piece, the strands rotate on their mounts to create a striking spinning motion.

