

2nd & 7 Foundation

## BROADENING A NONPROFIT'S REACH

Founded by Ohio State football alums in Columbus, Ohio, the 2nd & 7 Foundation has been tackling illiteracy nationally for over 20 years. Student-athlete volunteers promote early literacy by participating in weekly classroom readings and giving students free books. Looking into the future, the nationwide non-profit wanted a larger, flexible space to support its growth.

To support the organization's needs, the monolithic building was repainted with new graphic branding, and separate entrances were created for the foundation and its adjoining tenant to solidify their identity further and make the building more impactful and noticeable. A book dropoff was also added for greater accessibility and convenience to the community.

Inside, the space's highlight is the reading room, taking cues from 2nd & 7th's very own Hog Mollies books. It features an assortment of seating types, book displays, and memorabilia. Colors and finishes pull from the bold brand palette, and stadium-style seating, modular furniture, and sliding doors offer flexibility for reading and fundraising events of various sizes. The sliding doors open up to the open workspace with areas for book sorting, inventory, meetings, and deskspace.

**Location**  
Columbus, Ohio

**Client**  
2nd & 7 Foundation







EXISTING SPACE PLAN



NEW SPACE PLAN

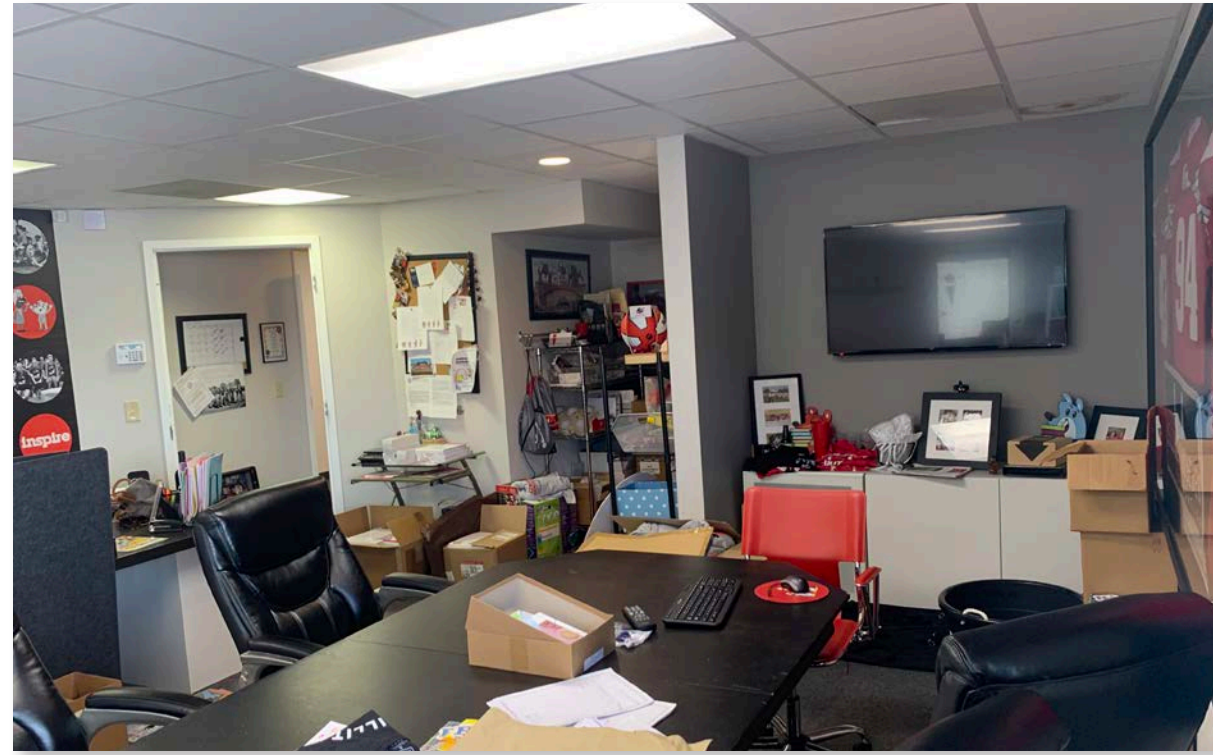
- m2 offices
- shared spaces
- 2nd + 7 offices

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**SPACE PLANNING**

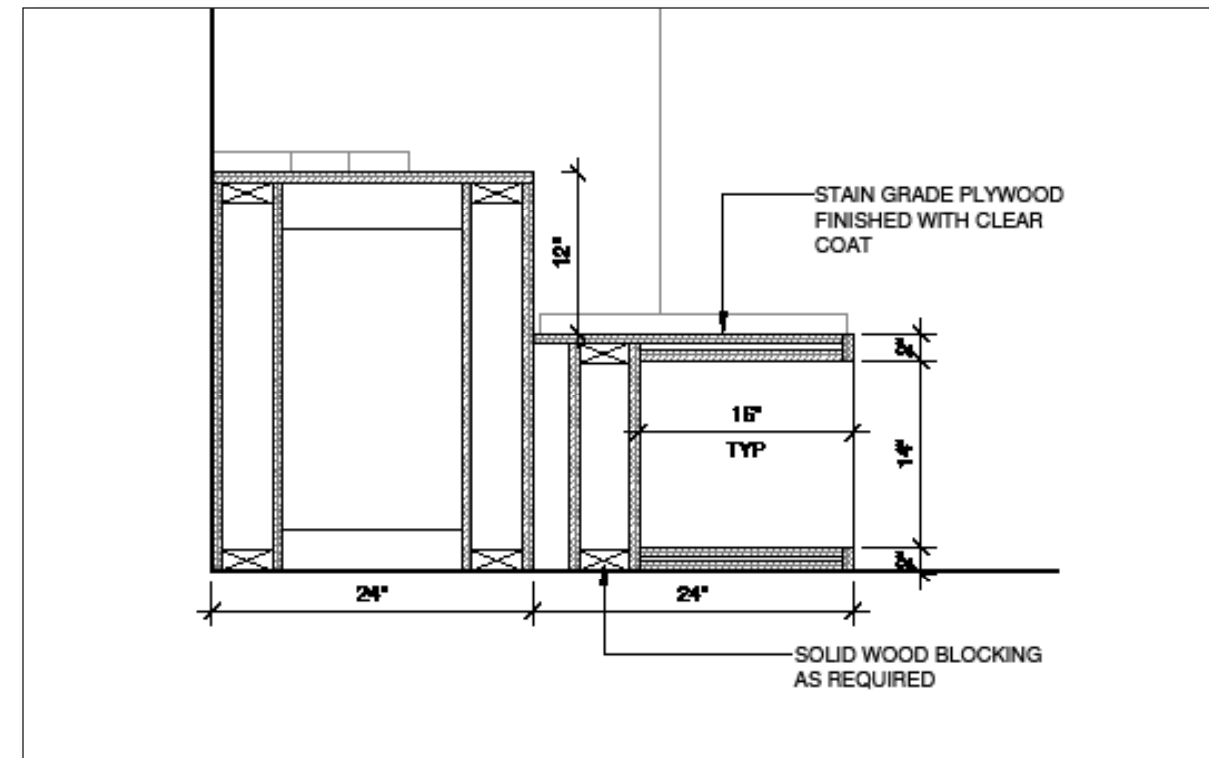
The existing office building was predominantly used by m2 marketing group. However, with m2 moving to more remote work, and 2nd + 7 needing more space for events, book sorting and storage it made sense to flip the function of the building and have 2nd + 7 be the predominant user.



EXISTING



PROCESS



RENOVATED



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**DESIGN PROCESS**

With no book sorting capabilities in the existing space, the foundation's reach was limited and yielded overly cluttered, making for poor work conditions for staff and guests. The goals of the renovated space were to increase book storage and add an event space by repurposing underutilized spaces within the building.





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**READING ROOM**





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**MATERIALS & FURNITURE**

Pulling from 2nd + 7's self-published Hog Mollies books, we created a bold colorful palette to tie into the branding already created and also create a color space for the kids that will be visiting the space. This creates an active and engaging environment that will help to spark kid's imaginations.





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**FLEXIBILITY**

Flexibility was one of the most important factors when configuring the space. Selecting furniture that was modular and mobile was very important to ensure 2nd + 7 had ultimate flexibility allowing them to rearrange their space as needed depending on the event they're hosting.





2nd & 7 Foundation  
**CONFERENCE  
ROOM**









2nd & 7 Foundation  
**CONFERENCE ROOM  
AND PRIVATE OFFICE**





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**BOOK SORTING**

The foundation's ability to distribute books to elementary-age students was limited by its existing space. The renovated space repurposed underutilized areas within the building's footprint to create an open office plan that includes a book sorting area. By adding a dedicated space for this work, the foundation increased storage by 100% and provided a pathway for future growth.





2nd & 7 Foundation  
**EXTERIOR**