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GROW INTERACTIVE TO MOVE OPERATIONS BACK TO DOWNTOWN NORFOLK
Company purchased historic property at 427 Granby Street

NORFOLK, Va. – (February 2010) – Grow Interactive, an international award-winning interactive advertising agency, has purchased a building in Downtown Norfolk and will move its operations there in June. The three-story historic building is located at 427 Granby Street and comprises 4,989 square feet.

“We are thrilled to return to Downtown,” says Drew Ungvarsky, president of Grow Interactive. “We established our business in 2003 and moved to Granby Street in 2006. We quickly ran out of space and had to move in 2007. We are a creative shop, and it’s important for us to be in a vibrant urban setting to attract the talent and workforce we employ. We look forward to being in the middle of it again.”

Grow Interactive purchased the property, formerly Altschul’s, from Granby Street Investments LLC for \$610,000. The company hired Robin Thomas Architect and Spacemakers to handle the renovations started by the former owner.

“Our plan is to restore the property and respect its historic significance,” says Ungvarsky. The building was built in 1917, and the first floor has 18-foot ceilings. The plan includes a complete restoration of the façade, adding a mezzanine to the first floor, refinishing hardwood floors, restoring windows and doors, restoring tin ceiling tiles and converting the elevator shafts to restrooms and storage areas. The roof on the back of the first floor will become a green roof.

Grow Interactive has had quick success, and the new mixed-use office will accommodate the current 15 employees. Last year, Grow Interactive won a Bronze Lion Award at the Cannes Lions 56th Annual International Advertising Festival. It is one of many national and international awards for the interactive agency. Grow Interactive’s client base is largely advertising agencies across the United States and around the world

although it does handle a few direct accounts. Samples of the company's projects can be seen at www.thisisgrow.com.

Grow Interactive is fast building its name as one of the nation's top interactive studios, creating award-winning work for a diverse list of clients including Intel, Nike, NBC, Wendy's, Sprint, Lollapalooza, and many others. The interactive experiences it creates are unique, engaging, and results-focused, seamlessly integrating the highest levels of design and technology.

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