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A Creative Space for Lofty Ideas

WHO WORKS HERE—CEO Diane Cricchio is the driving creative force behind Irvington-based TimeLine, an award-winning, five-person firm specializing in corporate communications. Since opening shop in 1994, she's built up an impressive roster of clients, including The Pepsi Bottling Group, Columbia University Teachers College, and AT&T.

THE SPACE—Cricchio found this light-infused, loft-like space with 20-foot-high ceilings inside the former Lord and Burnham greenhouse and radiator factory, which was built on the Hudson River in the late 19th century and recently converted into office space. Her personal office is split into two rooms totaling 480 square feet and features the building's original cypress beams, which have been left exposed along with the ductwork and pipes. A wall of red bricks has been painted white (with a few left uncovered) and the maple floor still has oil stains remaining from radiators produced during the factory's heyday.

THE DÉCOR—"I wanted my office to feel like a living room so that I could relax and be creative," Cricchio says. Her Kurzweil keyboard and state-of-the-art film and AVID video editing system share space in her office's front room with a worn-in black leather couch and artifacts that Cricchio has collected from traveling around the world, including a hand-painted wooden dagger from Kashmir. In addition, her mustard and brick-red colored back room has a brass horn from Tibet and a multi-colored, quilted wall hanging from New Delhi.

FAVORITE PIECES—Cricchio is a devotee of contemporary art, including paintings made by artists at the Creedmoor Psychiatric Hospital/Living Museum in Queens, which she displays on a rotating basis. She's also collected a series of brightly colored portraits of women by New York City artist Colin Kerr and has her own triptych, "Earth, Wind & Fire," mounted on the brick wall.

