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**DiMassimo Goldstein Opens Beach in Gramercy Park Office**  
*Inspiring Action Agency Fosters Creativity and Unique Ideas*

May 25, 2016 (New York, NY) – Kicking off the official first weekend of summer with style, NYC-based advertising and branding agency [DiMassimo Goldstein](#) (DiGo) has brought the beach to their busy 23<sup>rd</sup> street office, with the construction of a faux seaside paradise.

Filling the staff cafe with a half-ton of real sand, beach lounge chairs, umbrellas, relaxing ocean sounds, complete with a tiki bar, and even an ocean view, DiMassimo Goldstein has transformed their office into a refreshing and relaxing island oasis right in the heart of Manhattan's Gramercy Park. Beginning the week leading up to Memorial Day weekend, DiGo Beach will open to all employees and will be available for internal meetings, employee lunches, and of course some workday R&R. Trading desks for beach chairs, DiGo Beach serves as a unique environment aimed to nurture creativity, foster free-flowing thought, encourage unconventionality, and ignite innovative ideas.

On the inspiration behind bringing the beach to the office for an entire summer, Mark DiMassimo said, "Every day in this business is already a day at the beach. It's also an industry for people who love to work, because we're generally doing what we love to do. With summer approaching, we started to think, "What if we could get the work we love and the beach too – all in the same place?"

Kicking off into summer and celebrating the official beach opening with "Brunch at the Beach," DiGo Beach, much like many Northeastern beaches in the US, is to remain open through Labor Day. For a peak into DiMassimo Goldstein's execution of DiGo Beach, please visit [DiGoBrands.com](#), watch the "[Behind the Scenes](#)" time-lapse video, and check out [#DigoBeach](#) on Instagram. Additional photos available upon request.

**About DiMassimo Goldstein (DiGo):**

DiMassimo Goldstein, an Inc 5000 fastest-growing company (2014 and 2015), is a NYC-based independent brand and business-building agency that accelerates value, scale, and impact through inspiring action. The agency serves a rising class of entrepreneurial leaders of innovative companies in the US and beyond who want to chart a path of life-changing growth in an era of overwhelming change. Clients include HelloFresh, Great Minds, TradeStation, Online Trading Academy, Weight Watchers, Affinity Federal Credit Union, Mediacom, National Jewish Health, Sallie Mae and CreditCards.com among others. Proove Accountable Media is DiMassimo Goldstein's media planning, buying, analytics and optimization arm.