

From the Dallas Business Journal:

<https://www.bizjournals.com/dallas/news/2019/06/17/rogge-dunn-ross-tower.html>

Propaganda posters and a patio, plus a punching bag – all in one law office at Ross Tower (Photos)

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Rogge Dunn fills his 3,500-square-foot art gallery at Ross Tower with wartime posters, photos of Marilyn Monroe taken weeks before her death and prints by Francisco Goya.

Walls within the gallery space were specially designed to maximize the amount of visible art — and Dunn, a trial lawyer, knows almost every detail of each piece — the artist, the historical context and translations of works in Russian, French and German.

Dunn pays \$100,000 per year in rent for the gallery space, which adjoins the newly renovated offices for the practice that he founded last year, Rogge Dunn Group.

The gallery is modeled to display works of art from the past two centuries with a focus on World War I and World War II propaganda from a variety of nations — and there's a reason for that.

“My job is persuasion, right?” Dunn said. “To see how people persuaded ... just with a visual image ... we can learn a lot from that.”

Dunn has collected propaganda pieces since his grandmother gave him his first one about 25 years ago. It featured a World War I advertisement to buy war savings stamps.

Dunn said when employees are proud of the space where they work, productivity increases as well. He also hosts about two events a month within the gallery space.



The office was also designed with input from Dunn. One particular fixture stands out in the space that soars 19 stories over the downtown Dallas landscape: a spacious patio. Dunn said there aren't other high rise offices downtown with a patio.

The patio, which was designed like a roof, isn't where Dunn's designs stopped. He wanted tighter hallways to allow more room for offices, a gym — complete with a punching bag bearing a photo of his face — and a large conference room.

In the conference room — the first room you see when you walk into the Rogge Dunn Group suite — hangs the attorney's favorite work: a Frank Brangwyn autolithograph. The piece, created to convince people to enlist in World War I, is mounted at the head of the office.

In the farthest corner of the space is Dunn's office. His own space has a treadmill, pictures of his family and a "billion-dollar desk" — where he said he's done more than \$2 billion worth of cases.

Dunn's office space is for work, but he said they also want to use it to entertain, whether that's watching an NCAA basketball game or hosting a red wine tasting.

Dunn said the art gallery and all other aspects of the office don't distract his 18 employees.

"I think when employees come and you've got a nice space that's enjoyable, that pride and productivity go hand in hand," he said. "If people have pride in their office and where they work, I think their productivity goes up."

Dunn's collection is spread across Dallas and has been exhibited at the State Fair and the Hall of State — fitting for a fifth generation Texan.

Texas tradition is how he got his name. Rogge — short o, hard g, short e — was his mother's maiden name, which he said was common in the Lone Star State.

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