



SPACE CASE STUDIES:  
CORPORATE



# “A Large Software Company”

SALES AND CONSULTING OFFICE

NORTH AMERICA



## PROGRAM

Client presentation and sales centers were developed to provide effective support for the national network of sales teams who were charged with increasing customer activity. Overall project goals were to: optimize facilities for customer-focused activities, increase customer face-time, maintain overall leased space, maintain facility expenses, and improve the quality of work life.

## BENEFITS & GAINS

- 30% reduction in real estate and operating expenses
- Dramatically improved customer facilities to demonstrate products and services
- Responsive to market and customer conditions with minimal expense
- Architectural elements used to guide movement from open interactive areas to more formal meeting spaces

# Amazon.com

HEADQUARTERS  
SEATTLE, WASHINGTON



## PROGRAM

SPACE provided interior design solutions for Amazon.com's new corporate headquarters. Rapid and unpredictable growth made traditional programming impossible. Instead, SPACE created flexible solutions to respond directly to the organization's significant business drivers while maintaining the architectural character of a historic landmark building.

Amazon.com's culture values of thrift and the use of found objects is reflected through the use of basic, naturally finished materials and in recycled and refurbished products.

## BENEFITS & GAINS

- Clearly defined work zones facilitating staff interaction
- Wall surfaces integrated as interactive work area
- Restoration of original lobby spaces celebrating a historically significant architectural landmark
- Full service cafeteria, TV lounge, espresso bar, and locker rooms sustain an isolated campus with an urban flair

# ARC

CORPORATE HEADQUARTERS  
DALLAS, TEXAS



## PROGRAM

SPACE completed the designs of multiple sales offices and the new corporate headquarters in Dallas, Texas. ARC is a joint venture with RiserCorp and Equity Office LLC. Identity and strategic real estate vision were top priorities.

ARC increased from 40 to 300 employees in just under a year, tied to the development of POPs (Fiber Hubs and Sales Offices) within buildings. In response, SPACE developed a plan that allowed headquarter and operations functions to grow separately enabling the company to expand its operations functions in cost-effective space.

The corporate identity was established, linking the sales offices and headquarters together in a common design language. The design also embraced RiserCorp's existing furniture and supplemented it with new products (to meet growth projections).

## BENEFITS & GAINS

- Developed tools that can be used in the future to monitor and project growth
- Multiple options covering many different scenarios of growth (positive and negative)
- Design solutions respect the heritage of the company while embracing the future



# AT&T Broadband/Comcast

HEADQUARTERS  
ENGLEWOOD, COLORADO



## PROGRAM

SPACE integrated AT&T Broadband's television advertising campaign, "Our house is a very, very fine house", into the planning and design of their new headquarters. Complete with "Living Rooms", dining, lounge and celebration areas, and study zones with E-mail access located on each floor, the corporate "family" concept and employee interactions are promoted. Crucial phase scheduling was developed to coordinate the delivery of space with personnel being relocated from Boston and new employees. SPACE coordinated with a pre-selected engineer and contractor to reduce the cycle time for delivery of space. By orchestrating an overlay of disciplines, delivery time was shortened by 50%, 6 months earlier than a typical project schedule of this size resulting in start-to-finish completion of the 250,000 SF project within only eight months.

## BENEFITS & GAINS

- Created a workplace environment that enhanced job performance and aids in recruiting and retaining good employees
- Design embodied the culture and drivers of AT&T Broadband
- Fast track scheduling to align space delivery with rapid staff consolidation and acquisition



# AT&T

## ON-CALL SERVICES NATIONAL PROGRAM



### PROGRAM

SPACE has worked with AT&T since 1998, providing an array of services for their Eastern, Central and Western regions. The ability to partner with regional leaders to solve problems associated with the diverse internal organizational needs, aided in bridging workplace differences and facilitated a universal understanding of AT&T's unique national workplace needs.

Currently, SPACE is providing AT&T with architectural and engineering services, site planning (including CAFM) services and CWS (Creative Workplace Solutions) consulting.

### BENEFITS & GAINS

- Tailored services to address individual regional needs, while allowing
- consistent delivery process and reducing operating expenses
- Reduced costs through the reuse of existing furniture and current
- product vendor relationships
- Implementation of interesting and refreshing design solutions on
- limited construction budgets

# Avaya Communication

CORPORATE HEADQUARTERS

BASKING RIDGE, NEW JERSEY



## PROGRAM

SPACE engaged with Avaya senior leaders to understand the transformation of a hardware manufacturing group into a communications development company, the changes required for internal work process, and the corresponding facility needs. Avaya, a spin off of Lucent Technologies, wanted their new headquarters to be cost effective, innovative, and signal the culture of the new company.

The solution was the renovation of a 20 year old, 350,000 SF speculative office building, which by increasing efficiencies allowed leased spaces to be eliminated.

## BENEFITS & GAINS

- Achieved an overall planning metric of 200 SF/person for executive and administrative headquarter operations
- Completed total project, including phased renovation of occupied space in 24 months
- Expressed the culture and direction of Avaya as a communication industry leader in the design of the new headquarter

# Bristol-Myers Squibb

## DUPONT PHARMACEUTICALS ACQUISITION

### PROGRAM

Upon the interest in acquisition of Dupont Pharmaceuticals, SPACE was contracted to provide services to audit the Dupont Pharmaceuticals facility portfolio. The purpose of the audit was to inform BMS senior leadership of the condition and capacity of current assets and to be in a position to make planning decisions related to the asset acquisition. Audit components included physical assets, technology, equipment, building and environmental conditions. It summarized planning documents, surveys, visual summaries, and provided a narrative overview of issues.

A determination was made by BMS as to which properties and personnel should be retained and where consolidation was possible. The total 5 MSF overview was posted on the web and accessed via pass code, by selected personnel due to the legal need to keep data secure. The audit was prepared in a 6 week period with team of 25 That visited properties and prepared the property assessments.

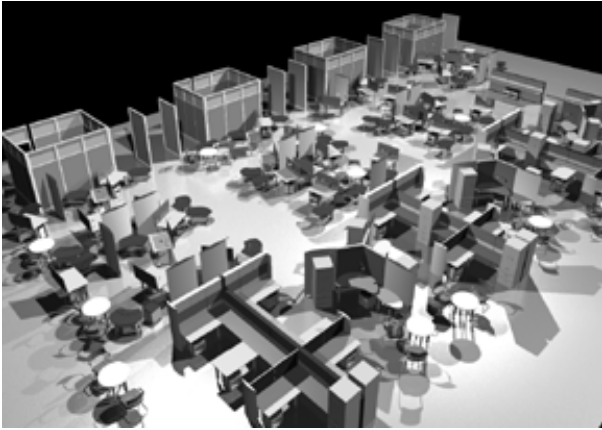
### BENEFITS & GAINS

- Rapid assimilation of extensive data for decision making
- Understanding of the extent of liabilities
- Preparation of an overall master plan for rapid plan deployment upon acquisition



# Cisco Systems

NATIONAL SERVICES



## PROGRAM

SPACE is an active partner supporting Cisco Systems' multiple project needs throughout the United States. We have provided services for more than 100 field offices, as well as consulting services for the Cisco Workplace Strategy Team to influence the development, implementation, support, and management of the headquarters and research and development workplace.

## BENEFITS & GAINS

- Provides scalable solutions to rapidly support changes in Cisco
- Supports business goals by providing positive physical work environments that are cost effective and improve performance
- Supports Cisco Real Estate and Facility in a full range of outsource services

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# Citibank

WORKPLACE PROGRAM AND HEADQUARTERS

SAN FRANCISCO, CALIFORNIA

LAS VEGAS, NEVADA

NEW YORK, NEW YORK



## PROGRAM

Striving to develop flexibility, increase productivity, maximize resources and minimize costs, SPACE developed a program to transform the Citibank workspace. Applied initially to real estate and IT service groups, the solution was later applied throughout the corporation. Working with senior leadership, the entire philosophy of space allocations per grade was abandoned.

The new workplace created cost effective and increased facility flexibility. The new planning standards were to be applied throughout the 60 MSF portfolio, new projects were introduced, and opportunities to renovate existing space allowed for re-planning.

## BENEFITS & GAINS

- Created a competitive advantage through a 30% reduction of overall facility investment and 40% churn costs
- Provided a consistent approach to planning the workplace to enhance both functionality and cost effectiveness for the individual business units and Citicorp as a whole
- Increased ability to rapidly respond to organizational and work process changes
- Implemented 1.5 MSF of project work in multiple locations including New York, San Francisco, and Las Vegas

# Euro RSCG Tatham

OFFICE DESIGN  
CHICAGO, ILLINOIS



## PROGRAM

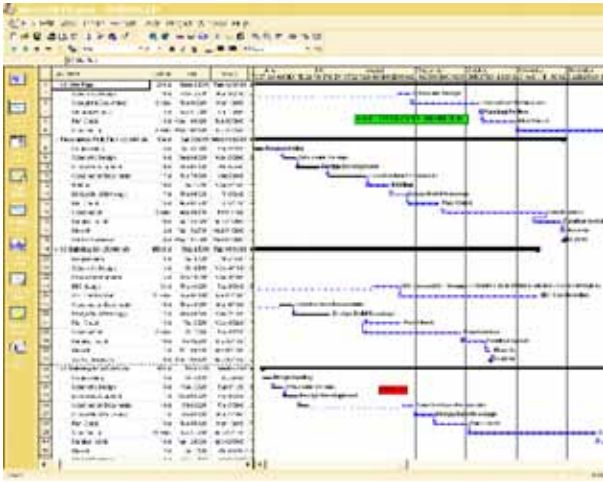
The Chicago office of Euro RSCG Tatham is a 90,000 SF facility designed to encourage interaction and teaming within this established Chicago advertising agency. The facility will occupy four floors of a newly constructed building offering unique 18' floor-to-floor heights and an industrial character.

## BENEFITS & GAINS

- Large floor plates offer maximum flexibility for departmental organization
- Industry focused “War Rooms” address unique client meeting requirements
- Centralized “Town Square” gathering area and open interconnecting stairway to encourage agency interaction
- Roof terrace for informal agency and client events

# Extreme Networks

PROGRAM MANAGEMENT & FACILITIES MANAGEMENT  
NATIONAL FIELD SITES



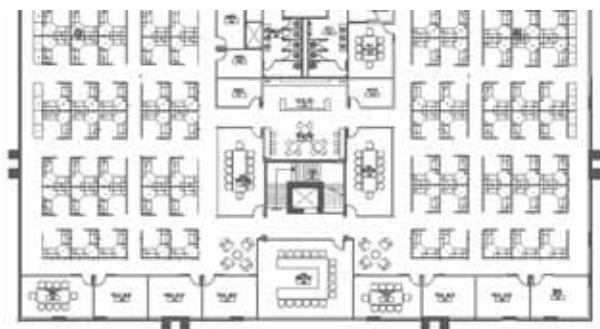
## PROGRAM

Extreme Networks requested SPACE to perform program management and facility management for eight field office sites located throughout the United States. Typically, the sites consisted of a tenant build-out of approximately 10,000 SF. Most sites were designed by separate architects. The charge of program management was to drive consistency and coordination for furniture and teledata. Facility management assisted local users with move action items and furniture/equipment coordination.

## BENEFITS & GAINS

- Overall schedule/cost reporting coupled with project team management
- Savings opportunities and efficiency among sites
- Single point of contact for multiple project players
- Experienced facility management minimized lost work time due to moves and relocation coordination
- Overall cost savings of 15 - 20% combining projects vs. eight autonomous projects

Project Fees and Budgets										
Field Sites Buildout										
Project / Location	Project #	Site Sq. Ft.	Move in Date	Local/Extreme	Arch	MEP	CE	CM	Cabing	PKY
Worcester, MA Boston	2000260	5,551	1/5/01	Midred Nicastro	Mikenna Group	NA	Chapman Construction	Transted Cross	Quint	Sh
Oakbrook IL Chicago	2000261	11,420	3/12/01	Amy King	Whitney Design	McGee Engineers	Edison Construction	Equity Office	NA	
Herndon, VA Virginia	2000262	14,451	5/7/01	Carlson Hilara	M Group	HBE	HBE	NA	NA	
New York, NY New York	2000263	9,545	6/19/01	Ann Mary Cammareri	NA	NA	NA	NA	NA	
Dallas, TX Dallas	2000264	11,221	2/26/01	Cherry Waugh	Staffebach Design	NA	NA	Chruscek	NA	
Denver, CO Denver	2000265	7,270	4/18/01	Mark Potter	Gray Design	NA	NA	NA	NA	





# Giant Step

HEADQUARTERS  
CHICAGO, ILLINOIS



## PROGRAM

Giant Step Productions, a division of the Leo Burnett Advertising Agency based out of Chicago, designs web sites and interactive CD products. Located in the Leo Burnett building, Giant Step's occupancy was at capacity prompting them to relocate their facilities. In addition, Giant Step decided to establish an image for their new headquarters that was more appropriate to their operations.

Sufficient space was located in an adaptive reuse property to promote Giant Step's desire for cutting edge design, as well as accommodate anticipated growth.

## BENEFITS & GAINS

- Employed progressive design concepts to facilitate headquarters as corporate image based marketing tool
- Reduced improvement costs by specifying basic construction products that were creatively enhanced and detailed
- Promoted an open work environment to improve internal team interaction and overall communications
- Minimized furniture costs by re-deploying existing systems furniture supplemented with new components as required





# Infospace (Formally GO2NET)

CORPORATE HEADQUARTERS  
SEATTLE, WASHINGTON



## PROGRAM

Infospace is a network of branded, technology and community driven websites. SPACE was retained by Infospace to design its new 80,000 square foot corporate headquarters on two floors of adaptive reuse space at Pier 70. The project needed to be cost effective, flexible, and support Infospace's image and culture.

The result was a space that reflects a playful, energetic, flexible environment, which assists in recruiting and retaining technology workers, captivates infospace's customers, and provides amenities to broaden the pattern of work and interaction. A strategic planning workshop ascertained the business context of Infospace, the company's present and future business needs, and desirable patterns of work.

## BENEFITS & GAINS

- Developed a planning module that allowed for maximum flexibility for different and changing workgroups
- Established a hierarchy of private, open, and shared work spaces to take best advantage of natural light and waterfront views
- Created an unusual mix of materials that interact with the heavy timber pier structure
- Provided spaces and amenities to enhance the Infospace employees work experience



# Leo Burnett

HEADQUARTERS PLANNING AND DESIGN  
CHICAGO, ILLINOIS



## PROGRAM

Retained early in the relocation process, members of SPACE developed program and planning concepts for the new Leo Burnett headquarters (Project 1). The final occupancy of more than 600,000 SF was designed to support the organizations work process. Floor plates, floor loading, ceiling heights, distance from windows, mechanical, electrical and cabling distribution all play an integral role in supporting a successful workplace. Key design issues included increases in technology, places for teamwork, and 24 hour workplace access.

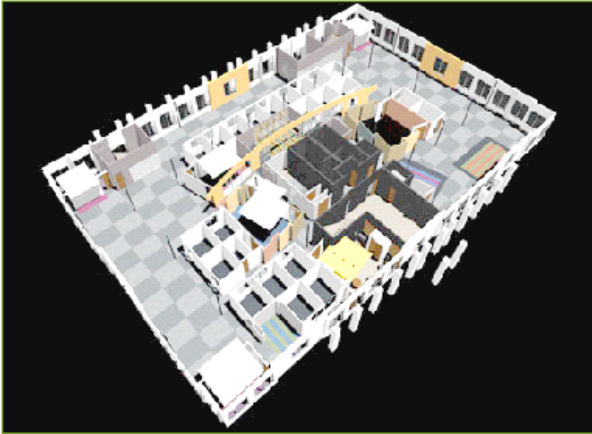
Based upon a review of business conditions and staff recruiting, Leo Burnett recently enlisted SPACE to re-plan and redesign space for the Creative Department (Project 2). The objective was to create new energy by tearing down walls, removing boundaries. New workspaces were added to meet the evolving group needs. The new image should promote a "team-oriented" atmosphere.

## BENEFITS & GAINS

- Team work environment
- Created informal learning environment
- Enhanced recruitment opportunities
- Process involved participation and input from full user group

# marchFIRST

PROGRAM OF DELIVERY  
MULTIPLE DOMESTIC SITES



## PROGRAM

MarchFIRST is an organization that melds the highly creative aspect of web visualization with the very technical skills of web implementation. SPACE's involvement with marchFIRST included a series of projects that provided overall program management services, project implementation, and interior planning strategies.

The goal was to create consistency in regard to project delivery cost, project time frames, and the overall function and image of the spaces.

## BENEFITS & GAINS

- Projects were delivered within the business objectives, eliminating the need to create a large internal facility organization



# MCI

DATA CENTER  
SAN JOSE, CALIFORNIA

## PROGRAM

MCI requested SPACE to provide design, engineering coordination and complete project management services for a new data center in San Jose. The innovative solution was the prototype for a national 13 site roll-out. The facility goal was to create a customer friendly center rejecting the old concepts of a "back of the house" data center.

SPACE created a series of unique spaces in a concrete tilt-up slab building: a client collocation network area with touchdown desks, meeting room, café, a private managed area, and an employee support area. The design intent was to provide a high impact design that established MCI's presence and create a unique approach to the marketing of Internet services. The solution was cost effective, used bold colors, developed a series of intersecting drywall planes and visually celebrated equipment racks and technology.

## BENEFITS & GAINS

- Met client criteria of a customer friendly facility
- Differentiated customer and employee spaces in an overall secure environment
- Resolved complex technological criteria, such as wire management, cooling and power backup

# Novartis

HEADQUARTERS PLANNING  
EAST HANOVER, NEW JERSEY

## PROGRAM

Novartis' need for a Master Plan was due to a major business organizational change involving a transition from sets of teams aligned around specific functions to cross-functional teams in support of one of five major therapeutic groups. Along with the transitioning, Novartis' 1.2 million SF East Hanover campus was at capacity. SPACE was contracted to develop a Master Plan, identifying a plan to sustain campus needs for a 3 year duration.

After a review of current property capacities and future construction, optional adjacencies were defined. The overall program was being supported by an advanced information management solutions: SPACE KI.

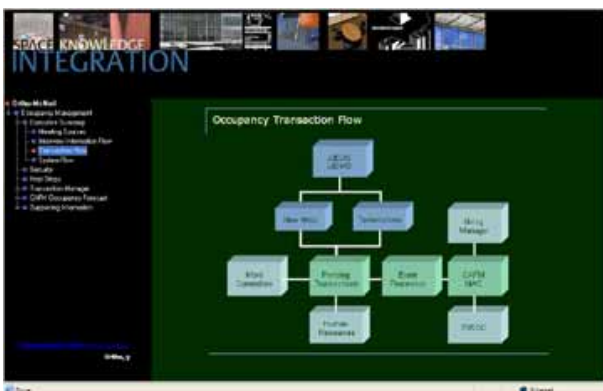
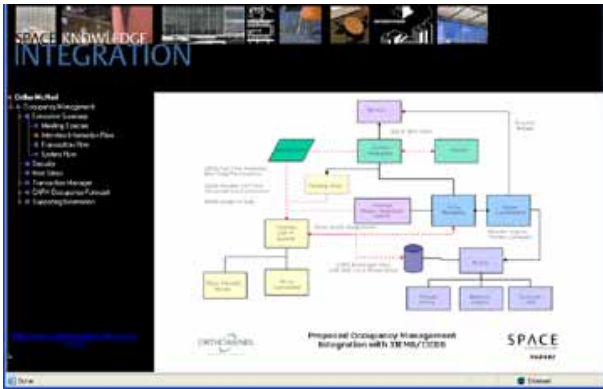
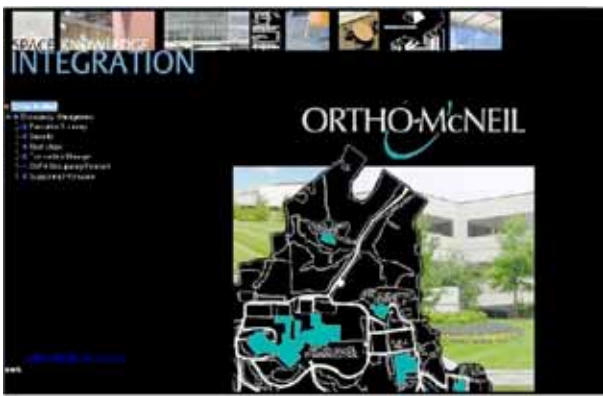
## BENEFITS & GAINS

- Mapping strategy for 3 year needs
- On-line access to information with the ability to slice through a rotating 7 year period to provide occupancies, pending moves, areas of needs, to be able to develop options to resolve needs within the existing portfolio
- Building of an implementation strategy and budget for approval



# Ortho-McNeil

KNOWLEDGE INTEGRATION MOVE ADD AND CHANGE  
 PROCESS OCCUPANCY REPORTING  
 SECURITY REPORTING



## PROGRAM

Ortho-McNeil, one of 160 Johnson & Johnson companies, specializes in women's health care products. Their headquarters' campus is a collection of buildings totaling more than 1.5 MSF and comprised of administrative and research facilities. The growth of the business has far exceeded the ability for the existing properties to support the needs of the company, and as a result, numerous leased facilities surround the campus. As the campus size increases, managing information and the ability to accurately assess property use and their occupants was difficult.

SPACE was able to track the process of identifying occupants on any one of their campus facilities and organize a consistent approach to data collection regarding an employee, including: organization, location, technology, and function. Information is then cross-referenced from multiple data sources and any absent information is solicited via email inquiry systems.

The result is a daily occupancy-reporting tool that makes available overall occupancy reports on Ortho-McNeil sites, which then can be used as a base for existing and future planning efforts.

## BENEFITS & GAINS

- On-line access to accurate occupancy data including custom reporting to meet the needs of leadership
- A base upon which to build an accurate planning strategy for future facility needs

# Ortho-McNeil

## PHARMA CEUTICAL RESEARCH DIVISION HEADQUARTERS PROGRAMMING AND MASTER PLANNING IN NEW JERSEY

### PROGRAM

To support business needs, Ortho-McNeil is in need of new space. A new construction project will add 300,000 SF for new laboratories to the existing 1.5 MSF. The project is slated to start in 2005. Meanwhile, the current Ortho-McNeil site has numerous limitations involving access and parking as well as a demand for space.

SPACE conducted interviews from business leaders allowing them to provide input involving population growth projections. The site capacity needs became clear along with access and parking issues. New space needs were summarized for the next 5 to 7 years. As a result, a future capital expenditure program was defined.

The overall program is being supported by advanced technology solutions of SPACE Knowledge Integration, allowing for links of data from multiple data sources and the translation of that data to be used for rapid options development.

### BENEFITS & GAINS

- Maximizing the use of existing conditions and improved day to day management
- Comprehensive identification of space needs over time
- Identification of campus wide impacts from logistics to capital expense
- Ability to address and meet leadership business needs
- Integration of data from multiple sources creating a holistic decision making tool regarding facility decisions

GROUP	06/02		YE 02		YE03		YE04		TENTATIVE		
	WKSP	SF	WKSP	SF	WKSP	SF	WKSP	SF	WKSP	SF	
Office of the Chairman & President	Peterson	3	1,631	3	3,662	3	3,662	3	3,662	3	3,662
Drug Evaluation	Filippi	17	3,349	30	4,283	36	5,211	45	6,424	55	7,731
Drug Safety & Surveillance	Wilson	7	984	10	1,308	10	1,308	10	1,308	10	1,308
Finance	Guinan	70	8,038	76	9,203	79	9,561	82	9,918	85	10,275
Global Clinical Operations	Knirrgs	413	48,962	485	64,402	500	67,576	515	70,215	530	72,563
Compound Development Teams	Knirrgs			35	8,847	36	9,025	37	9,203	38	9,381
Global Information Solutions	Myers	105	14,257	118	21,469	126	22,181	136	23,248	141	23,945
Human Resources	Schorpion	35	8,978	46	8,168	49	8,536	52	8,904	55	9,271
Global Clinical Pharmacokinetics & Clinical Pharmacology(PK)	Soons	16	2,062	27	3,783	33	4,639	36	5,199	39	5,627
Regulatory & Quality Assurance	Burton	148	24,296	157	28,163	165	29,064	173	30,048	182	31,045
Drug Discovery	Dujack	1	181	1	178	1	178	1	178	1	178
Mechanical, Electrical, LAN Rooms	NA		15,218		15,446		15,618		15,698		15,698
Amenities, Elevators, Rest Rooms	NA		32,712		32,712		32,712		33,500		33,500
Conference, Mail/Receiving, Storage	NA		10,815		15,937		17,530		19,517		19,613
Copy/Fax/Printer Areas, Janitor Rooms.	NA		4,994		5,519		5,924		7,752		8,561
Stairwells	NA		2,439		2,439		2,439		2,439		2,439
<b>HQ TOTAL</b>		<b>815</b>	<b>178,916</b>	<b>988</b>	<b>225,519</b>	<b>1,038</b>	<b>235,163</b>	<b>1,090</b>	<b>247,211</b>	<b>1,139</b>	<b>254,797</b>
SPACE INVENTORY	PRD HO		178,148		178,148		178,148		178,148		178,148
	ADD OBI SPACE*				9,322		9,322		9,322		9,322
	ADD VACATED PGSM				19,730		19,730		19,730		19,730
	ADD VACATED BUTLER BUILDING								13,511		13,511
<b>TOTAL SPACE INVENTORY</b>			<b>178,148</b>		<b>207,200</b>		<b>207,200</b>		<b>220,711</b>		<b>220,711</b>
DELTA			-768		-18,319		-27,963		-26,500		-34,086



# Prudential Financial

CALL CENTER

FORT WASHINGTON, PENNSYLVANIA  
AND JACKSONVILLE, FLORIDA



## PROGRAM

Prudential made a commitment to improve service to their vast network of insurance customers. Doing so required work process redesign and consolidation of more than 20 sites into two facilities. The result was two projects, each 700,000 SF. The consolidation was seen as an effectively increase profits and productivity, while reducing overall operating expenses.

A carefully orchestrated 14-month schedule involved relocating non-related work groups, design and construction, the move into new Call Centers, and the retraining of a 5,000 Customer Service Representative team.

## BENEFITS & GAINS

- Designed new Call Centers within existing space
- Delivered space as employee re-training was completed, resulting in zero swing space costs
- Created multiple call locations completed on the same schedule with identical look and functions
- Implemented ergonomic standards and created a comfortable, stress-free and work environment that employees can call their own



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# Qwest

## TRANSFORMATION PROGRAM WESTERN/MIDWEST UNITED STATES



### PROGRAM

With strong competition in the communications industry, QWEST identified facilities that posed opportunities to reduce operating expenses and improve overall financial performance. Geographic consolidation eliminated redundant facilities and functions therefore removing the need for multiple properties, transforming QWEST's portfolio into 11 "mega centers" encompassing 3 million SF over 11 states.

The implementation was designed to be sensitive to the merging cultures. Occupancy per person was reduced from 320 SF to 180 SF. Power, voice, and data were provisioned to reduce churn costs. Benchmarking occupancy costs over time, to track performance improvements, was also instituted, while work at home strategies were developed for future applications.

### BENEFITS & GAINS

- Enhanced work place environments and improved internal communications
- Improved financial performance of company
- Overall facility consistency and increased facility flexibility

# Relessen/Pfizer

HEADQUARTERS

BANNOCKBURN, ILLINOIS



## PROGRAM

Relessen is a corporation formed by the joint venture of Monsanto and Cargill (now owned by Pharmacia/Pfizer) for purposes of agricultural genomic. The workplace goal was to obtain the capability to rapidly respond to the evolution of the new organization and the emerging scientific study.

Relessen's senior leadership envisioned a workplace that accommodated the need for extensive, evolutionary and adaptive work processes, promoted innovation as a result of collaboration and equality, flexible technologically accessibility, and mobility. This collaboration not only occurred within the facility, but with scientists and researchers in the fields working with animal feed and agricultural crops.

## BENEFITS & GAINS

- Workplace design promotes a collaborative, cross disciplinary management approach
- Environmentally conscious materials, finishes and lighting embrace the culture of this newly incorporated Life Sciences company
- Supports ongoing organizational changes/growth and responds to market and customer conditions with minimal expense



# Rockwell Automation

RESEARCH AND DEVELOPMENT CENTER  
CLEVELAND, OHIO

## PROGRAM

Consolidating 15,000 product development team members into 440,000 SF within 18 months was the initial challenge for this project. A facility concept was rapidly developed to maximize space in support of Rockwell's hardware and software engineers who develop precision instruments. The objectives included the desire to consolidate work groups and to create an enhanced, technology-intensive workspace that could easily accommodate future change within the organization.

Universal planning concepts were implemented to achieve flexibility and reduce square footage. Standard, flexible laboratory units were introduced that were shared by multiple product groups. Quality support spaces were introduced which met the functional needs and conveyed the corporate commitment of Rockwell to the Product Development Teams. The project was met with widespread enthusiasm.

## BENEFITS & GAINS

- Enhanced communication and interaction among workers
- Improved productivity
- Dramatically reduced churn cost

# SPL WorldGroup

## CORPORATE GUIDELINES



### PROGRAM

SPL WorldGroup, a leading international provider of information technology consulting and enterprise solutions, is focused on a series of business goals that are key drivers to the way SPL WorldGroup does business. In support of each business driver are real estate and facility issues that are critical to SPL WorldGroup Guidelines and necessitate the reduction of real state costs. SPL WorldGroup's global market position requires that assets be managed with equal concern in all locations, creating consistency and continuity in the workplace throughout SPL WorldGroup's global portfolio.

SPACE was retained to help SPL WorldGroup define and develop corporate architectural, design, and furniture guidelines that would provide a foundation for facility planning. Multiple sites were designed and implemented in Manila, London, Paris and New Jersey, utilizing the guidelines to reflect SPL WorldGroup's culture.

### BENEFITS & GAINS

- Created consistency and continuity in the deployment of space throughout the SPL WorldGroup global portfolio
- Maximized the use of space, product, and construction to deliver the most value to SPL WorldGroup and their employees
- Reinforced the SPL WorldGroup culture, translating the look, feel and manner of doing business in all spaces that SPL WorldGroup occupies



# Starcom

HEADQUARTERS

SAN FRANCISCO, CALIFORNIA



## PROGRAM

An Internet advertising subsidiary of the industry giant Leo Burnett, Starcom defined the future of e-commerce advertising. In selecting a finished loft space, the young company was seeking a variety of objectives throughout the use of image technology and design. The client's request was a fun and funky, high technology environment that would assist in recruiting young techies, "wow" their customers, and accommodate state of the art technology.

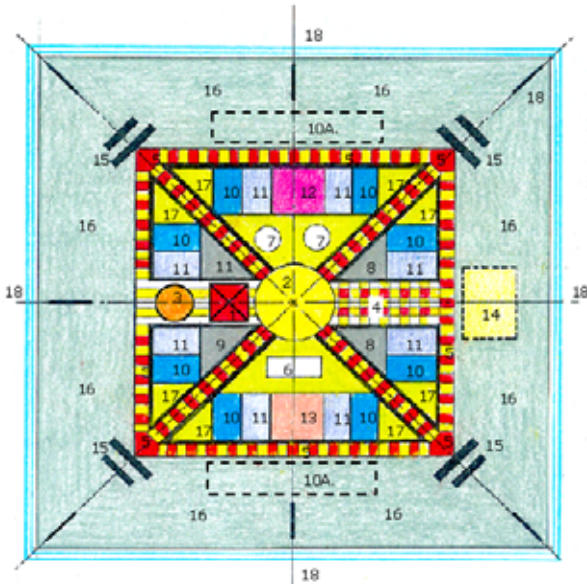
Using powered wall spines as "docking areas" for mobile furniture, the space has an open, creative feel that extends to all corners of the plan. A large presentation room with individual laptop work chairs, flexible gathering and lounge areas with flat screen technology, accommodates instant connectivity to a new emerging business community.

## BENEFITS & GAINS

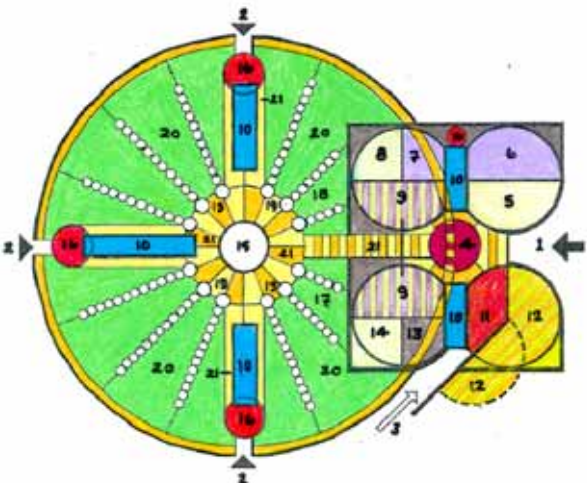
- Leading edge design that invokes a fun, dynamic and exciting e-commerce environment and projects a progressive image to clients and potential recruits
- Open plan lends itself to new methods of working and flexibility
- State of the art technology showcases product and image
- Integration of Leo Burnett family design elements

# Verizon Wireless

ADMINISTRATIVE & CUSTOMER SERVICE CENTER  
 WORKPLACE GUIDELINES  
 NATIONAL PROGRAM



RELATIONSHIP, ZONING AND SEPARATION OF FUNCTIONS



RELATIONSHIP, ZONING AND SEPARATION OF FUNCTIONS

## PROGRAM

SPACE worked with VZW to develop the Verizon Wireless Workplace Guidelines. The Guidelines are a tool that summarize the standards of VZW for application to the planning and implementation of future customer service and administrative center projects. While each project will have unique conditions due to site, building, and evolving business needs, the Workplace Guidelines document the preferred practices of Verizon Wireless.

The goals of the guidelines application are to: Provide solutions that satisfy business unit leadership functional requirements at the optimal cost to VZW, provide consistency to accelerate delivery time while reducing costs, realize the economics of scale, drive continuous planning efficiencies, create pride in VZW and in the local community, and display VZW's care for their employees.

The guidelines also establish a systematic approach to colors application, responding nationally to a wide variety of Verizon Wireless facilities. The systematic approach allows for the selection of color options to create base building conditions and for regional expression cohesive to the local environment.

## BENEFITS & GAINS

- Consideration given to the longevity of product and system selection
- Established clear and simple circulation patterns supporting way-finding
- Accelerated project completion schedule

# Wolters Kluwer

HEADQUARTERS  
CHICAGO, ILLINOIS



## PROGRAM

Wolters Kluwer, an international publishing company based in Holland, relocated its U.S. Corporate Headquarters from suburban Riverwoods, Illinois to downtown Chicago. Having previously resided in the offices of its subsidiary, Commerce Clearing House, Wolters Kluwer wanted a more prominent location.

The challenge was to design an office that communicated the organizations international prestige while adhering to the Dutch tradition of understatement. SPACE created a facility of uncompromising quality and international style. Materials including figured anigre woods, stainless steel, black granite, and hand troweled fresco plaster that were seamlessly integrated to create an environment of reserved luxury.

## BENEFITS & GAINS

- Reduced occupancy square feet by 25%
- Improved productivity by optimizing adjacencies and workflow
- Enhanced quality of environment, thereby improving employee morale
- Integrated latest technology systems and infrastructure throughout to accommodate current and future computer and communications requirements