

Red Thread + Steelcase

TRENDS:

Real Estate Optimization
Technology Integration
Sustainability
Wellbeing
Palette of Choice

SOLUTIONS:

Audiovisual
Furniture
Architectural Solutions

PARTNERS:

Progressive AE



Work Café | ©2016 Steelcase Inc. Used with permission.

A vibrant space is designed for the Boston team, boosting engagement despite significant real estate compression.

With thoughtful planning and change management, the Red Thread Steelcase team was able to relocate from a 30,000 sq. ft. space into one half the size. Yet the end result is an elegant and resilient environment, one that serves to exemplify how the workplace can evolve into a dynamic ecosystem of spaces that engage people, break down silos, attract talent and foster innovation – all while optimizing real estate. The space not only offers the latest collaboration and audiovisual technology, but also provides employees the control to choose the places and postures that support their work at any moment in time.

AN ECOSYSTEM

During the design phase, teams were interviewed about their work needs, including storage, collaboration and workspace preferences. The goal of the design team was to create an ecosystem of spaces that provide a range of options for focus work as well as settings for both open and closed collaboration. With the understanding that not everyone is in the office every day, this space can easily accommodate 60 of the 80 employees who consider this location to be their home base.

SHARED SPACE

What the space doesn't have are a lot of resident workstations. In fact, 90% of employees based out of Boston do not have their own desks. Instead, people are encouraged to move around the space throughout their day, choosing the right kind of space for the task at hand. Open plan destinations include desk and standing height benching, café tables and booths as well as some height adjustable work surfaces.

Spaces for focus, respite, collaboration and learning are created using glass demountable walls – providing acoustical privacy, visibility and integrated technology.

The space also features state-of-the-art audiovisual technology, including a 9 display video wall, media:scape settings, Microsoft Surface Hubs and flat screen displays, integrating video collaboration throughout.



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Media:scape Collaboration | ©2016 Steelcase Inc. Used with permission.