

RED THREAD

TRENDS:

- Real Estate Optimization
- Technology Integration
- Wellbeing
- Palette of Choice

SOLUTIONS:

- Audiovisual
- Furniture
- Architectural Solutions
- Acoustical Solutions
- Lighting
- Electrical | Structured Cabling
- Custom Solutions
- Flooring

PARTNERS:

- Phase Zero Design



Work Café

Dramatic showroom and workspace redesign optimizes real estate while increasing palette of choice for employees.

In an effort to reduce overhead costs, more effectively utilize space, and encourage collaboration, Red Thread began its redesign process by subletting 40% of its showroom space in early 2014. By leveraging the existing flexible infrastructure and utilizing Steelcase’s “User Engagement Exercises” to help refine the goals for the new space, the final solution is one that supports and inspires employees. The space achieves a dramatic increase in open and closed collaborative spaces, cultivates culture, expresses an integrated brand portfolio and improves the overall customer experience.

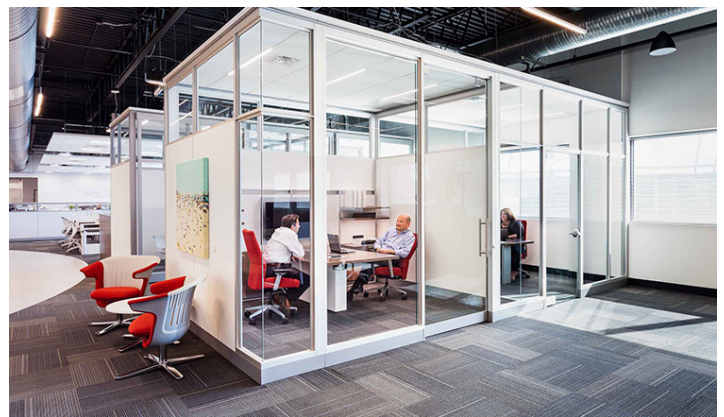
USER ENGAGEMENT

To help define the goals for the employee space, Red Thread utilized Steelcase’s ARC workplace exploration exercises, surveys and other interactive methodologies. Employees were engaged throughout the planning and design phases which led to the articulation of clear concepts for the design:

- Provide user choice & control of the environment
- Create a space that supports & inspires employees
- Support attraction, development & engagement of talent
- Enhance collaboration and well-being at work
- Support Red Thread’s integrated Architecture, Furniture and Technology portfolio
- Build and support the Red Thread brand and culture
- Optimize real estate

METRICS

- 87% More We/Shared Spaces
- 71% More Open Collaborative Areas
- 100% More Closed Collaboration
- From 2 to 7 Video Conference Rooms
- 40% less overall space
- 33% less employee space
- 56% less dedicated showroom space



Private offices utilize architectural walls.



Flex space for training and presentations.