

## **Red Thread opens new Portland showroom to exemplify today's workplace solutions.**

In a complex and increasingly competitive world, workplace actually does matter. Innovative companies lead by designing spaces that inspire their employees and provide them with the tools and technologies that allow them to connect locally, regionally and globally. In today's office, space needs to do more; space needs to amplify performance.

With this in mind, Red Thread is thrilled to announce the opening of its new Portland showroom at 1 City Center and is proud to join the bustling downtown community. This unique space allows Red Thread to demonstrate its full range of integrated interior solutions as well as articulate increasingly important workplace concepts. Red Thread, using the latest workplace research, created a space to share with clients and the architectural and design community that is fully in step with today's real estate trends including;

- space optimization for smaller footprints
- support for collaboration
- varied zones to promote wellbeing at work
- the ability to accommodate remote and mobile workers
- modular construction
- increased mobility within the office
- open floor plans

The showroom was designed to illustrate how companies can drive strategy, brand and culture through a thoughtfully crafted space. With a variety of different office settings throughout the floor plan, Red Thread helps their clients to think about space as a strategic asset, one that is designed for the wellbeing of their people, teams and enterprise. According to Jim Baker, Sr Vice President of Northern New England, the design intent for the new space was clearly articulated at the outset, "to illustrate how space supports worklife balance through the integration of architecture, furniture and technology solutions in ways that truly support how we work today".

The Portland showroom guides you through a varied landscape that exemplifies the interconnected workplace. Beautiful and functionally designed hospitality and customer oasis areas are perfect for welcoming guests and engaging in casual conversations. Team space, utilizing Steelcase's media:scape, features the integration of furniture and technology illustrating how people collaborate in today's connected world. Shared benching solutions for mobile workers and thoughtful resident work spaces are flanked by project team areas of varying sizes designed to enhance interaction. Private enclaves, which provide the ability to perform focused work or have private conversations, are strategically designed into the space. These complementary vignettes allow workers the ability to control where and how they work, which ultimately promotes productivity, wellbeing and happiness. And throughout the environment, audiovisual tools are integrated to support the different modes of work and demonstrate Red Thread's capabilities.

After 8 years in Westbrook, Red Thread returns to Portland with a unique space designed to welcome, inform and engage key customers and the wider community. Red Thread strives to present definable solutions that will help clients envision how their own space can drive business results for today and well into the future.

### **About Red Thread:**

*Red Thread is a New England regional enterprise supporting workplace needs through a broad portfolio of products and services. We help corporate and institutional customers to create an exceptional work experience by integrating interior architectural systems, furniture and technology. Red Thread Spaces LLC is a wholly-owned affiliate of Steelcase Inc.*

### **About Steelcase:**

*For more than 100 years, Steelcase Inc. has helped create great experiences for the world's leading organizations – wherever work happens. Steelcase and our family of brands – including Steelcase®, Coalesse®, Designtex®, Details®, Nurture®, PolyVision® and Turnstone® – offer a comprehensive portfolio of furnishings, products and services designed to unlock human promise and support social, economic and environmental sustainability. We are globally accessible through a network of channels, including approximately 650 dealers. Steelcase is a global, industry-leading and publicly traded company with fiscal 2013 revenue of \$2.9 billion.*

Red Thread Portland Showroom | 1 City Center



Hospitality



Customer Oasis: media:scape



Choices Studio



Nomad Camp: Touchdown Space



Nomad Camp: Touchdown Space



Private Enclaves