



**CONNECTING CORPORATE HERITAGE
WITH THE GLOBAL MARKETPLACE**

HKS

Key aspirations

A Global Headquarters in a multi-tenant building

Creating presence and brand when you don't own the building can be challenging. You'll need to determine what story you want your space to tell clients and visitors. And the space will need to be an extension of other corporate facilities still connected to them. These and other factors are critical when considering the corporate office as a business asset.

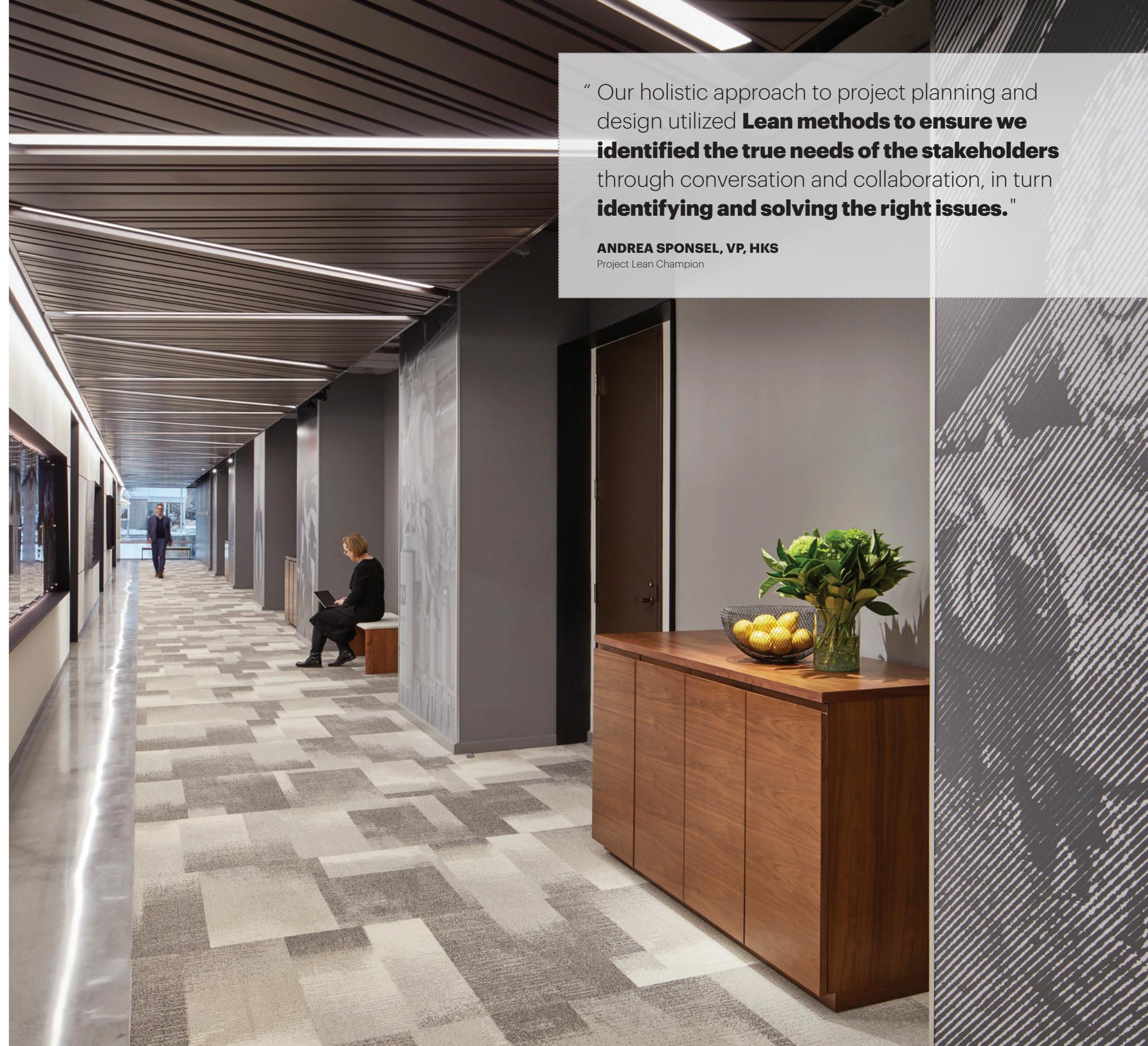
Integration and evolution of the brand

A level of sophistication is required for executive-level facilities that distinguishes from previous expressions yet doesn't substantially deviate. The key is to do so in an intentional and integrated manner - to experience the brand rather than see it. This requires that brand and cultural understanding be part of the interior design process.

Lean approach without compromising the rich brand story

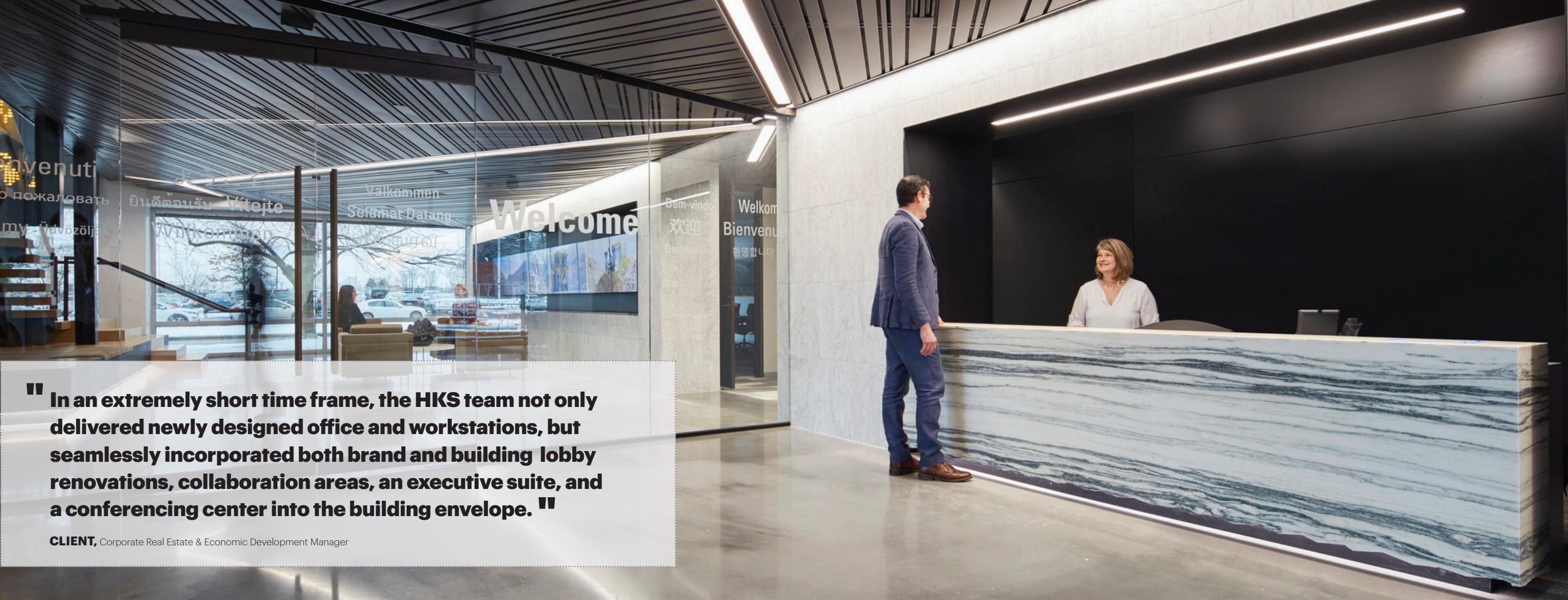
In a time of increasingly accelerated project schedules, Lean is a means of 'slowing down to speed up.' It enables broader stakeholder engagement earlier in order to align interest, prioritize efforts and address discrepancies. However, this focused approach should not jeopardize the complex understanding of a brand and workplace culture.

KATE DAVIS, DIRECTOR OF COMMERCIAL INTERIORS, HKS
Project Design Lead



“ Our holistic approach to project planning and design utilized **Lean methods to ensure we identified the true needs of the stakeholders** through conversation and collaboration, in turn **identifying and solving the right issues.** ”

ANDREA SPONSEL, VP, HKS
Project Lean Champion



" In an extremely short time frame, the HKS team not only delivered newly designed office and workstations, but seamlessly incorporated both brand and building lobby renovations, collaboration areas, an executive suite, and a conferencing center into the building envelope. "

CLIENT, Corporate Real Estate & Economic Development Manager

Confidential Global HQ

The client needed a lean Global Headquarters geographically positioned to accommodate international clients, partners, and to recruit and retain strategic talent. The north suburbs of Chicago offered a place for a functional executive level leadership team and critical support functions. To achieve the fast-track schedule, designers brought lean tools and a real-time, collaborative approach with a variety of stakeholders. This confidential client has a well-known brand. Therefore, it was important to showcase the experiential connection between the global marketplace and the heritage and integrity of the client's brand in their new headquarters in a very focused, stand-alone story.

Case Study Profile

Who	Confidential Corporate Global Headquarters
Size	120,000 sf 350 employees
Sector	Commercial
Where	Deerfield, Illinois
Why	Disconnected from high-level, international partner and client base; requiring top tier brand expression and visitor hosting capabilities
How	Gemba walks/on-site observation Alignment workshop User experience mapping

Client's Design Questions

<p>01 In what ways do we evolve our brand narrative?</p>	<p>02 How do we balance transparency & privacy in the executive suite?</p>
<p>03 How can we host a large variety of high-level visitors?</p>	<p>04 How can this be a value-conscious, world-class facility?</p>



01

In what ways do we evolve our brand narrative?

Key research findings

- Key dualities:
Materiality and authenticity.
Abstraction and integration.
Intelligence and innovation.
- Embedding the brand within the space through materials enabled a more dynamic range of brand experience.
- For a client with a very strong brand, this was about telling the story of what they make possible, more than just what they make.
- In light with the overall goal of the facility, this provided a more sophisticated, layered approach to storytelling.

Design Solutions

Material Connections

5

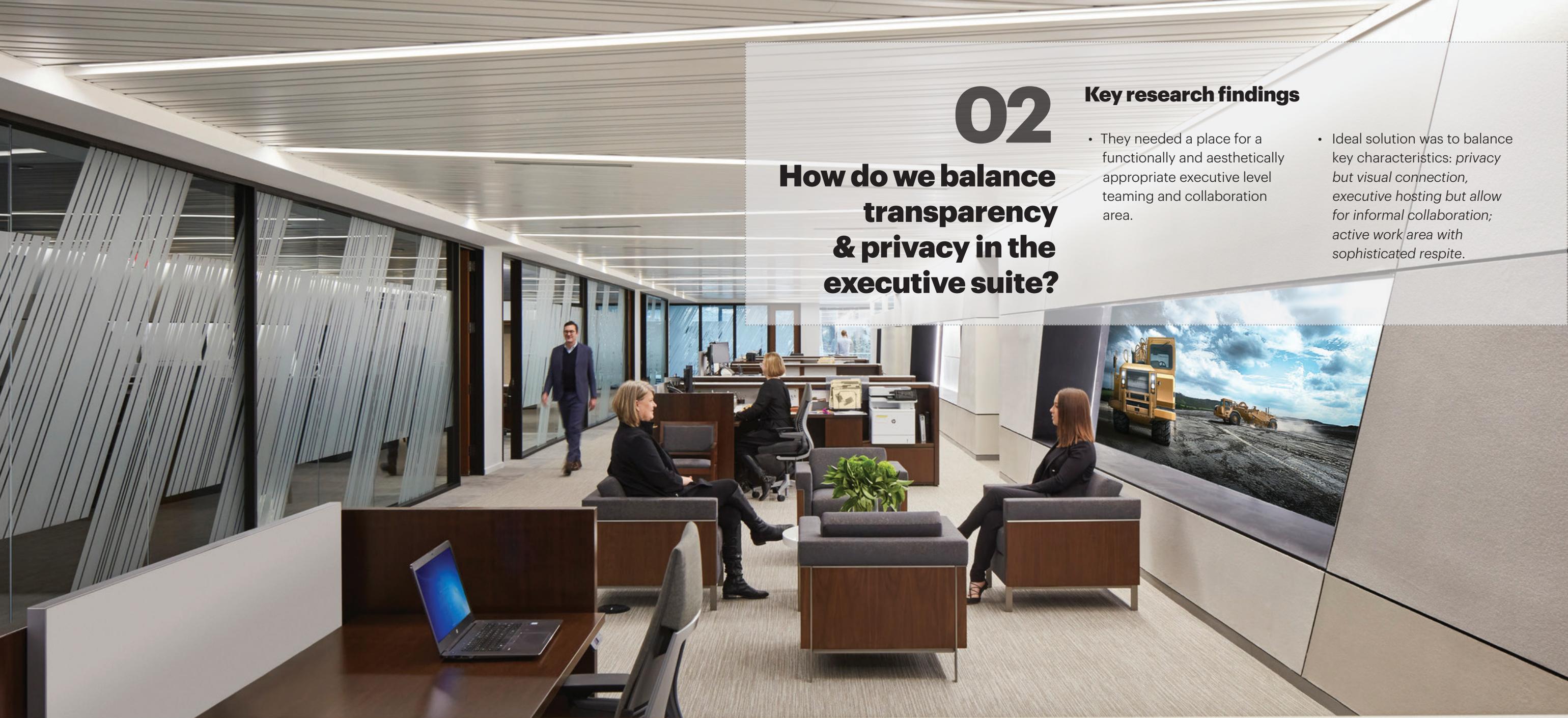
Key Themes

Innovation
Heritage
Connections
Integrity
Partnerships

Embodying the brand and creating an experiential connection.

Guiding Principle

PROVIDING A STRONG, EXPERIENTIAL CONNECTION BETWEEN THE GLOBAL MARKETPLACE AND THE HERITAGE AND INTEGRITY OF [COMPANY]



02

How do we balance transparency & privacy in the executive suite?

Key research findings

- They needed a place for a functionally and aesthetically appropriate executive level teaming and collaboration area.
- Ideal solution was to balance key characteristics: *privacy but visual connection, executive hosting but allow for informal collaboration; active work area with sophisticated respite.*



Design Solutions

Executive Suite

24K **26**
Square Feet Staff

Executive offices (10), offices for visiting guests (3), as well as administrative support workstations (13).

Appropriate & Accessible

1:2.6
Collaboration ratio (formal & informal)

Balance of formal (e.g., Boardroom) and informal spaces to afford variety of meeting needs. To enable more casual collisions and be accessible to the organization.

Guiding Principle

SUPPORTING A FUNCTIONAL LEADERSHIP GROUP COMMITTED TO TEAMWORK



03

How can we host a large variety of high-level visitors?

Key research findings

- A key consideration was the fact that visitors may or may not have already visited the main campus. This should either set or continue the tone of that experience.
- Must be respectful of broad diversity of user needs (e.g., visitor offices, visitor conference rooms, as well as prayer, woodoo and mother's rooms).
- Sustainability in terms of more than just environment, but well-being and long-term work relationships between employees, candidates, and clients.

Design Solutions

Accommodating Distinct Visitor Populations

4

Unique Personas

Employee (remote workers)
Recruit/Candidate
Partner
Customer

Creating Space for Collaboration

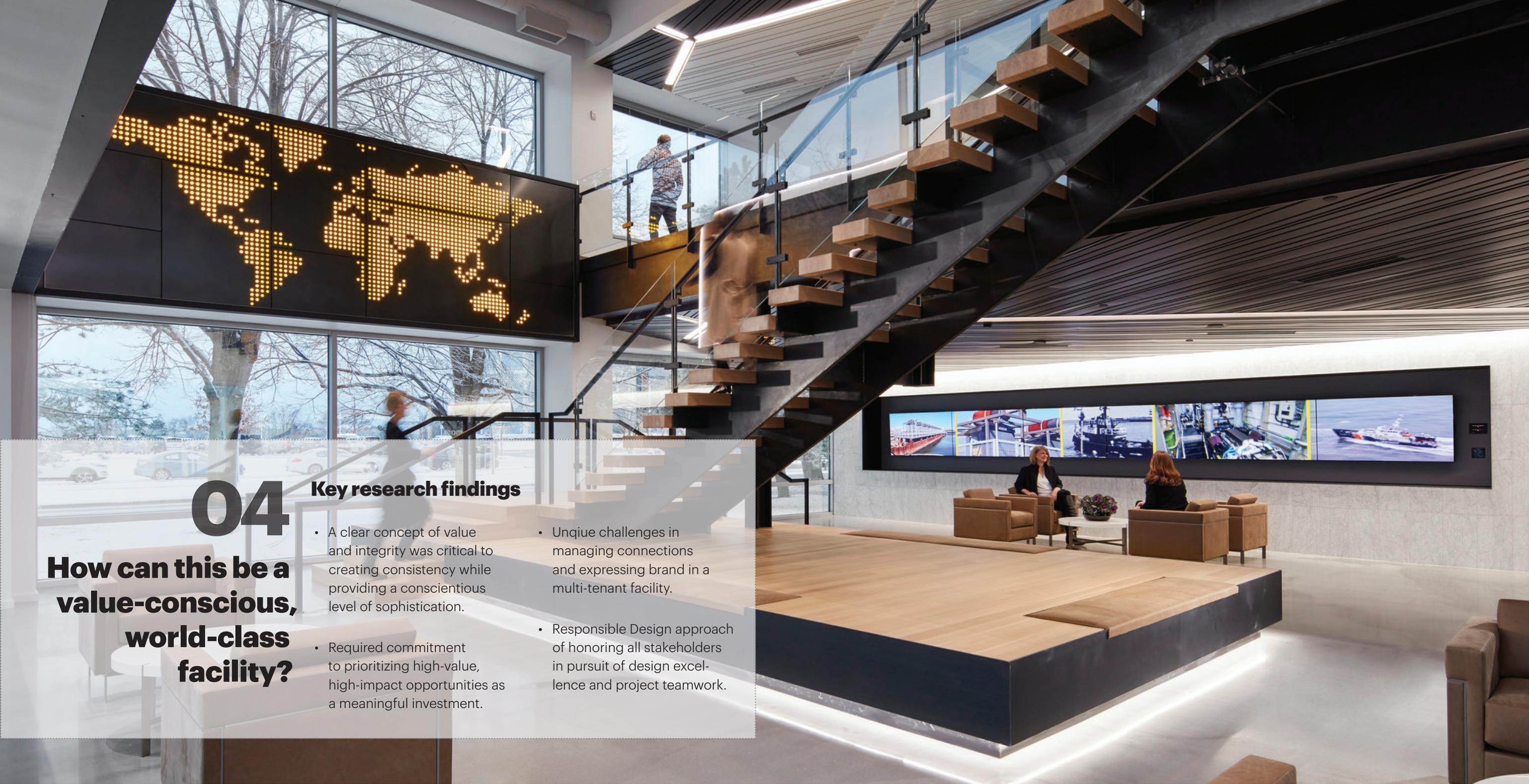
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Collaboration Ratio

Adequate mixture of formal and informal collaboration space to afford a range of meeting and gathering needs.

Guiding Principle

A FOCUS ON SUSTAINABILITY



04

How can this be a value-conscious, world-class facility?

Key research findings

- A clear concept of value and integrity was critical to creating consistency while providing a conscientious level of sophistication.
- Unique challenges in managing connections and expressing brand in a multi-tenant facility.
- Responsible Design approach of honoring all stakeholders in pursuit of design excellence and project teamwork.
- Required commitment to prioritizing high-value, high-impact opportunities as a meaningful investment.

Design Solutions

Leveraging Lean

9 mo

Design to Occupy

A concise but comprehensive lean design process to ensure on-time, on-budget outcomes.

People-Focused Solution

300+

Seats

Thoughtful and considerate relocation of executive team and critical support. Ensuring the solution met expectations of a modern workplace.

Guiding Principle

INSPIRING EXCELLENCE, ATTRACTING & RETAINING THE KEY TALENT TO KEEP AT THE FOREFRONT OF INNOVATION

Client Feedback

“ HKS successfully captured our brand, culture and vision to create an exceptionally innovative and timeless interior design through their innovative project execution and creative problem solving. They worked seamlessly with our project team and design builder as a major contributor to the successful completion of a truly world-class corporate headquarters facility. ”

CLIENT, Project Executive Sponsor





Project Timeline

**MAR
2017**

- Project awarded
- Site tours & evaluations
- Team alignment session
- Current state evaluation
- Gemba walks & stakeholder interviews

**APR
2017**

- Site selection finalized
- Lease agreement signed
- Furniture manufacturer & dealer interviews

**MAY
2017**

- Key trades engaged: MEP, lighting designer, AV

**JUNE
2017**

- Permit set issued
- NeoCon tour

**JULY
2017**

- Construction set issued
- Furniture selection finalized - dealer awarded

**NOV
2017**

- Furniture install starts

**DEC
2017**

- Owner occupancy

Weekly activities for the project's duration:

- Principals call - Design review
- OAC meeting

Bi-weekly design meetings for the first two months

Research Approach

Responsible Design

Responsible design considers all stakeholders. Experience mapping closely examines the impact a design has on the users of a place, taking their needs into account at every stage of the process. This approach helps illustrate the future of the new facility from the perspective of how people will ultimately use it within the environment, both individually and collectively.

Personas & Experience Mapping

User experience mapping allowed the design team to identify and prioritize design decisions throughout the process (from test fits thru schematic development, value engineering and change engagement). Reviews of the test fits with users identified missing categories of visitors to the site that had unique space requirements. This approach also helped balance larger design goals of transparency, collaboration and hospitality at the facility with privacy and security.

USER EXPERIENCE

PERSONAS OVERVIEWS



Garrett
Executive

"Our new headquarters brings the executives together and elevates our level of service for high-level partners and international customers."



Melanie
Employee

"This move brings company executives and department directors into physical alignment for ease of communication and collaboration."



Sergio
Recruit/Candidate

"Having this company hub out of the city is compelling to me for staying on the leading edge of business and development of my career."



Tobias
Visitor: External

"Before touring the regional facilities, the global headquarters is an amazing introduction to understanding the company and culture."



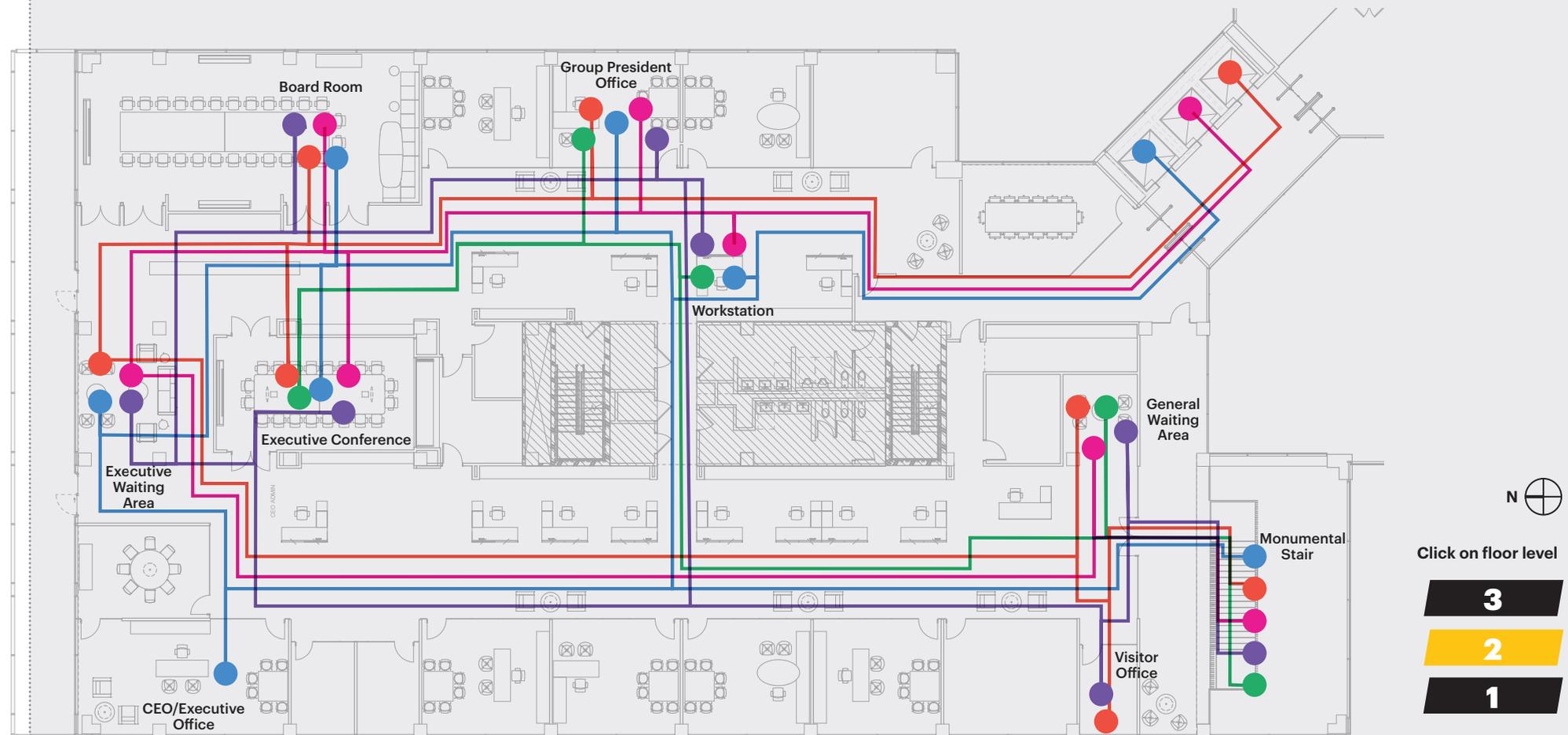
Alysa
Visitor: Internal

"While my primary seat is in the regional office, I have monthly in-person work sessions with my department director to stay connected with the latest developments."



Haidy
Supplier/Partner

"I regularly visit the new global headquarters for scheduled meetings with various corporate staff. It's an impressive and inspiring space."



reWORK

Results-driven and people-oriented, we look beyond “big-box” statistics and meaningless metrics. Our goal is to capture both the richness and the reality of the user experience.

Everyone has his or her own perspective on experience, what today’s places should look like and how they should perform. In industries obsessed with metrics, distracted with data and devices, and critical of the cubicle and the open office, how do you decide what’s best for your end user(s)?

HKS reWORK takes an ethnographic approach to place performance, applying quantitative and qualitative research insights to guide our designs. Our methodology leverages tools like focused observation, interviewing and employee surveys within a third-party perspective to have fresh eyes and an open mind.

Humanizing the science of place.

