



Corporate Client Signature HQ

Location: Glen Allen, VA
Market Sector: Corporate
Size: 24,000 SF
Year Completed: 2022

This corporate client's new Headquarters is located in Richmond, VA and the team wanted the US location to represent the brand and be a counterpart to their partner location in Europe.

“When we first conceived of the space, we wanted an open, active, and collaborative space for our employees.”

Client Representative

DRIVERS

The primary driver for the renovation was to create a state-of-the-art conference center, a variety of flexible group spaces and meeting rooms as well as open individual spaces to foster an open, active and collaborative work environment. Additionally, integrated branding throughout the space to connect with the company's mission, while highlighting new staff amenities became a driver for project success.

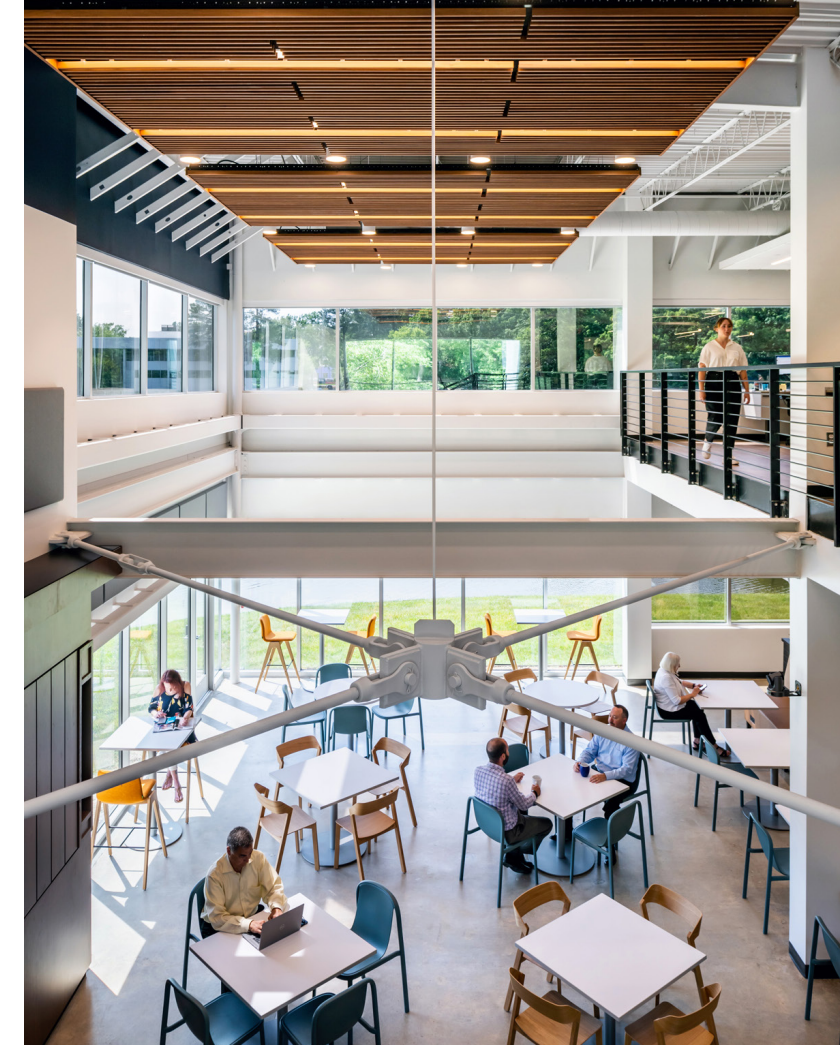


APPROACH

The design team took the opportunity to use the two floors of the building to differentiate conference and work zones.

The conference center located on the first floor features two video conferencing rooms, a training room, three additional meeting rooms and two phone rooms. A cafe and coffee zone paired with flexible cafe and banquette seating helps support a video-walled open area, perfect for all-staff events and conferences. There is a business center and reception area adjacent these spaces for convenience.

The group spaces have furniture designed to flex with the needs/functions of the room. The training center can be laid out differently to support small groups, one large group or training-style layouts. The meeting rooms vary in their privacy and the café provides the ultimate in flexibility with the addition of a large monitor and projection screen. Participants can overlook the café from the second story by means of a two-story cut through the building to achieve both height in the group space at the café as well as connectivity to the workspace.



APPROACH CONTINUED

A separate coffee bar with machines that grind beans and refrigerators to house drinks was created adjacent a semi-private lounge area for small group meetings that feels more residential in nature.

The client's slanted logo resembles the bow of a ship, which is picked up throughout the space in wall graphics, carpet patterns and signage. The concept of the shipping container became an important element to tie spaces together through subtle nods. For example, the size and shape of the lighting feature in the double-height entry vestibule are scaled to a typical shipping container and the wood wrap welcoming guests in the reception indicates a shipping container shape.

Offering an in-house gym and proximity to walking trails worked towards the client's wellness initiatives. The fitness room houses a variety of options, including TRX, Peloton, Stairmaster, treadmills, weights and more. Locker rooms paired with dedicated shower rooms changing areas are outfitted to a high finish level to encourage use.



MEASURING OUTCOMES

So far, the design has satisfied the goals laid out at the beginning of the project. The client has seen positive shifts in communication, collaboration, and corporate culture, with employees taking advantage of the many opportunities throughout the space for both collaborative and focused work. In the months since moving into their updated office, the organization's leadership has found that the changes in the space have significantly enhanced their corporate culture and advanced their efforts to be an employer of choice by providing top notch amenities and an open and collaborative atmosphere.

“The early workshops smbwc conducted with our staff helped us develop a vision for the space. The weekly meeting during construction allowed us to stay on top of the project and issues and to react swiftly.”

Client Representative

