

**BIOVERATIV**  
**Headquarters**  
 Waltham, MA

**Project Partners**

SGA Architecture | Planning |  
 Interior Design | Branded  
 Environments  
 J. Calnan & Associates

**Trends**

Technology Integration  
 Collaboration  
 Attract + Retain  
 Brand + Culture

**Solutions**

Audiovisual  
 Furniture



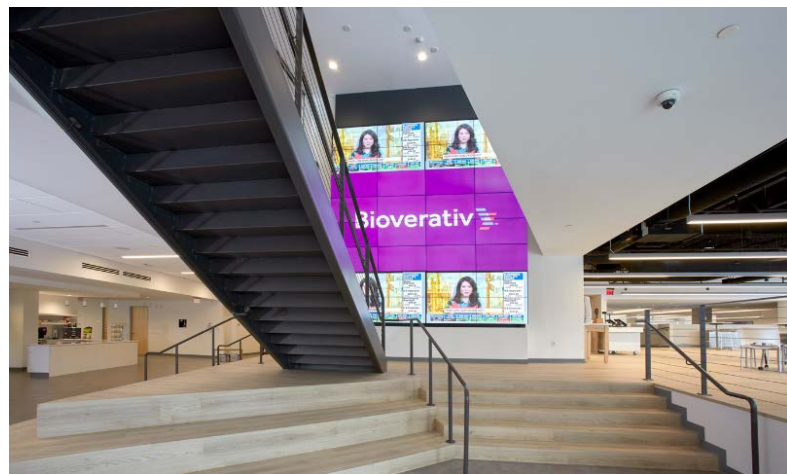
Microsoft Surface Hubs in huddle rooms encourage collaboration / Christopher Navin

**Bioverativ’s headquarters undergo an amazing 100 day transformation to support a strong company culture.**

Bioverativ, a spin-off of a large Pharma company, focuses on developing new medicines for hemophilia and other blood disorders. At the start of 2017, they were looking for a space where they could build the culture of their global company from the ground up. They signed a lease in Waltham, MA and committed to a major renovation within 100 days, asking their people and project partners to perform the impossible. With Red Thread’s and SGA’s help, Bioverativ opened their doors on time and welcomed their people to an open, collaborative space that fosters innovation and fulfills their mission of delivering results for the patients that need them most.

**The “central artery’s” video wall becomes the focus point for “stair talks”.**

From the very beginning, Bioverativ’s CEO, John Cox, wanted to create a transparent and collaborative culture. He envisioned a welcoming open-air atrium, at the space’s “central artery” – where all hallways intersect. Initially, the plan included a 12-foot-tall 3x3 video wall. Through a collaborative process with SGA, Red Thread and the IT team, led by Jennifer Hopkins, resulted in an impressive 24-foot-tall 4x8 video wall that serves as the focal point of the space. During companywide “Stair Talks,” people gather to hear company news and exchange ideas. Other screens throughout the building mirror the content displayed on the central video wall, providing visual overflow. Future plans include an additional 3x3 video wall in Bioverativ’s lab space that will integrate with the central video wall to support scientific symposiums.



Video wall serves as focal point of the “Central Artery”

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**Microsoft Surface Hub has become the new standard for collaboration.**

Microsoft Surface Hubs are integrated throughout the buildings' group spaces to make collaboration easy, fun, and productive. There is a Hub installed at each end of the Executive Boardroom, which allows them to be used in several ways. The Hubs can be used individually, they can duplicate the same content, and they can be used in tandem so one Hub launches a Skype video call while the other Hub is dedicated for content sharing and digital whiteboarding.

Bioverativ's people quickly embraced the new technology, enjoying the simplicity of one-touch conference calls, interactive whiteboarding, and quick access to content through OneDrive. Red Thread's AV and Furniture divisions worked closely together to ensure that the furniture in each room optimized the use of the Surface Hubs. The new technology has transformed the company, fostering collaboration and enabling more productive meetings. And after seeing the impact of the first 15 Microsoft Surface Hub installations, Bioverativ has fully committed to this collaborative technology, already installing 30 more Hubs to streamline technology throughout the building.

**Furniture redesign and reuse supports open culture.**

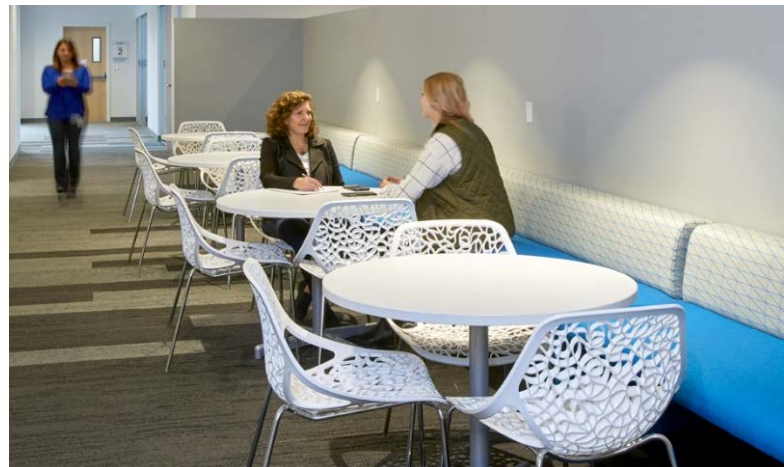
The space that Bioverativ acquired was completely furnished but didn't support the open, collaborative environment that the company wanted to create. Red Thread meticulously disassembled each piece of furniture and stored the components in trailers onsite during construction. Utilizing every individual component of the original 325 workstations, the Red Thread team reworked the office structure from rows of 6x8 individual desks separated by panels to neighborhoods of 4 6x6 spaces. This allowed Bioverativ to customize their floor plan to suit their work style, support the environment by reusing product, and keep costs down. To further encourage impromptu collaboration, Bioverativ added soft seating throughout the building to create a comfortable environment where people can meet and exchange ideas on the fly. For the first week after move-in the Red Thread team stayed on site, helping people adjust to the new space and their new workstations.



Executive Boardroom



Neighborhoods of 6x6 work spaces



Additional soft seating for impromptu meetings