

CLARKS

Headquarters for the Americas
Waltham, MA

Project Partners

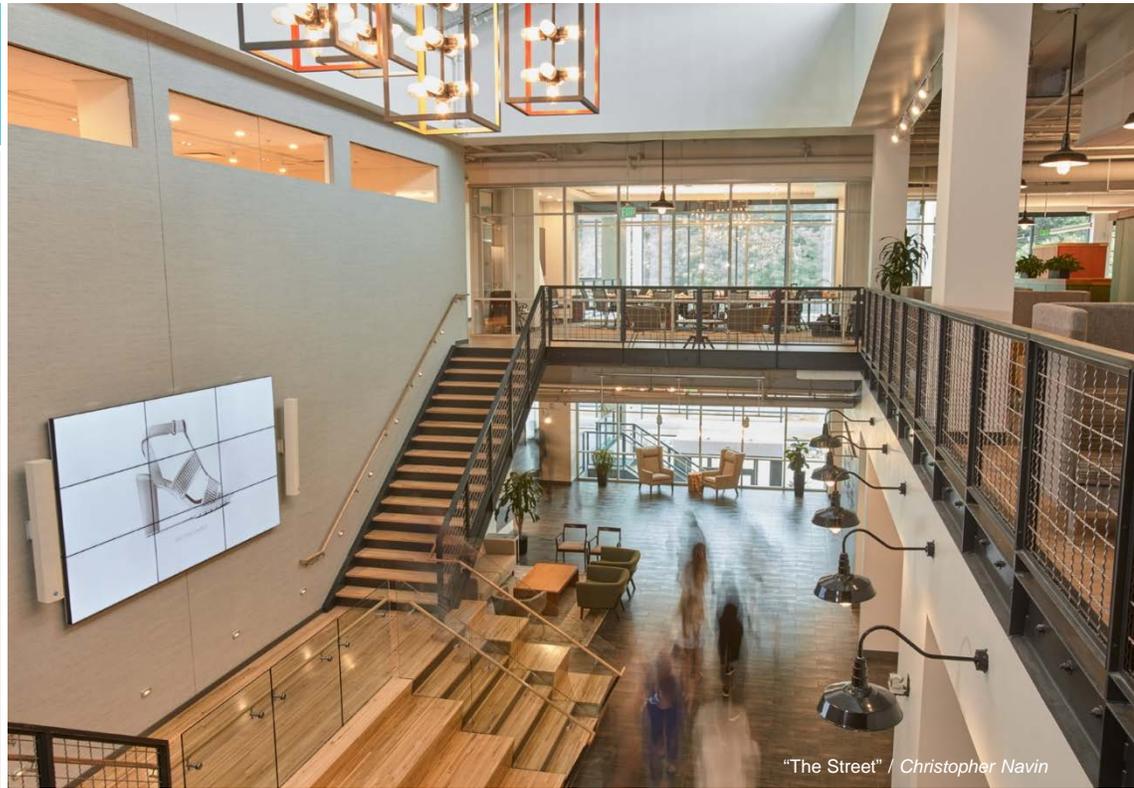
Stantec
Timberline Construction
RDK

Trends

Technology Integration
Collaboration
Attract + Retain
Brand + Culture

Solutions

Audiovisual



"The Street" / Christopher Navin

Clarks' Headquarters for the Americas blends the traditional and contemporary for a space that reflects their brand.

Clarks' Waltham office, which serves as the Headquarters for the Americas, creates a unique experience for their employees and clients. In partnership with Stantec, Timberline Construction, RDK, and Red Thread, the building was stripped down to bare steel and re-outfitted to create Clarks' vision of an open environment that celebrates the company's culture and history. Throughout the building, design details and technology come together to form a modern industrial space that pays tribute to the age-old practice of shoemaking.

Honoring age-old traditions.

Clarks' culture is a blend of old and new, a dedication to 200-year-old shoe-making traditions and to driving innovation in the industry. The company's designers use both traditional wooden foot models, known as "lasts," and 3D printing and scanning, combining analog and digital methods to make sure every design molds perfectly to the foot. In the work café, known as the "Cobbler Café," a gas fireplace, lounge furniture, and multiple video displays create a welcoming space with a vintage flair – perfect for collaborating and sharing design inspiration.



Cobbler Café Lounge Area

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Innovative technology.

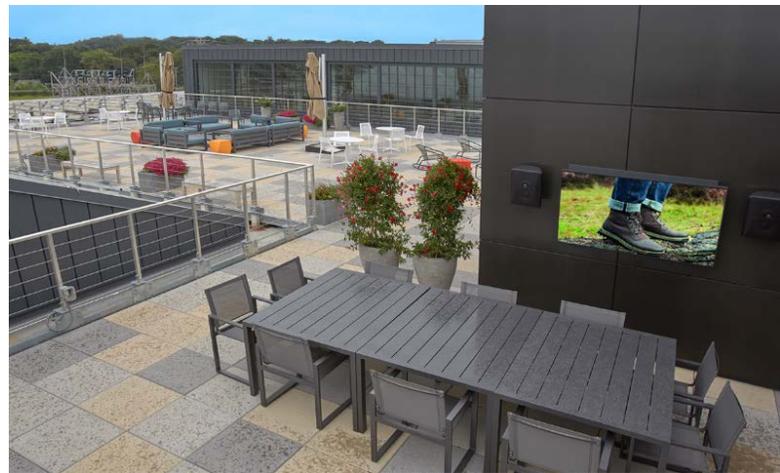
Clarks' space is outfitted with a variety of new technology to encourage collaboration and simplify everyday life in the space. RoomWizards are installed on 22 rooms, easing the process of booking a space in advance or allowing people to walk up, check the availability, and reserve a room on the spot. After visiting Red Thread's 101 Seaport Boulevard office, Clarks' people fell in love with the Microsoft Surface Hub's capabilities. "When the IT team from Clarks experienced the Microsoft Surface Hub in our WorkLife Center, they were immediately enamored. It was like a light bulb went off," said Thomas Napolitano, Red Thread's Microsoft Surface Hub Product Manager. Today, 7 Microsoft Surface Hubs throughout the building allow people to collaborate internally, nationally, and internationally, with Clarks' headquarters in Great Britain. Utilizing the Polycom trade-in program, bridging equipment was installed and Polycom VTC systems were configured with Skype for Business, streamlining the conferencing experience by allowing every Hub and Polycom system to seamlessly connect. A Polycom room system drives the collaboration in the "Fish Bowl," a large glass walled conference room outfitted with unified control system audio conferencing. Clarks even added technology on the exterior of their building: Installing a flat screen display on their outdoor rooftop patio, in order to present content during industry events and parties.

Microsoft Surface Hub has become the new standard for collaboration, taking it to "The Street".

"The Street" is the central hub, an open meeting area featuring period style lighting and store fronts that offer a glimpse in to Clarks' women's and men's showrooms. A 3 x 3 video wall welcomes people to the space and serves as a focal point during both client presentations and quarterly town hall meetings. During town hall meetings, the showroom doors are opened wide and a drop-down screen and projector in each room support communication overflow. Video and audio from "The Street" can also be distributed to the café and streamed through the Polycom system, allowing all of Clarks' people, both local and remote, to be connected during company meetings.



RoomWizard and Microsoft Surface Hub



Rooftop patio with integrated technology



Clarks Showroom