

OCEAN SPRAY
Headquarters
Lakeville, MA

Project Partners

Margulies Perruzzi Architects
J. Calnan and Associates
The Furniture Trust

Trends

Collaboration
Brand + Culture

Solutions

Furniture
Sound Masking



Two story atrium | Photos © Christopher Navin Photography

Renovation optimizes and rejuvenates

Ocean Spray's Lakeville headquarters underwent a major renovation to address a 98% utilization and a dated interior that did not reflect the company's brand and work culture. The eight-phase, multi-year project has transformed the 27-year-old aging facility with an outdated design paradigm of 9ft cubicles with 6ft high panels into an open environment accessible to stunning views and a plethora of collaborative settings throughout the space. The expansion accommodated 544 individual workstations (a 10% increase) and an additional 90 meeting spaces comprised of small meeting rooms, huddle spaces, kitchenettes, open collaborative areas and phone booths. The two-story atrium, the focal point of the space, has been redesigned for better utilization. To incorporate an agricultural feel and local New England charm, the use of reclaimed wood from an old church in NJ was hand selected to identify 6ft long pieces with no knots for the reception area and boardroom.



Open plan workstations with custom end panels

Employees were integral to the process

Over 60% of the five hundred employees participated in a workplace survey, with the resulting data informing the design intent for the space. Over 50 volunteers from different departments participated and worked in pilot workstations over several weeks. The pilot created a buzz, as the volunteer's work friends were eager to see and evaluate the new proposed workstations. At the end of the pilot, another survey was conducted to solicit feedback on the workstations. Some of the requested design changes included higher glass panels for privacy and alternative rolling storage. During company-wide meetings, a virtual walk through of the proposed renovations were previewed, along with photographs showing the progress of the physical buildout. Employees' opinions mattered to leadership, and they shared in the excitement of the renovation. Even the most skeptical employees are now very happy in their new space.



Boardroom with custom 7-sided conference table

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Cafeteria with custom butcher block tables



CEO's office with custom wood height-adjustable desk

Enhanced culture

Ocean Spray's workplace culture has always been collaborative, respectful, innovative and congenial, but the outdated space made it more challenging. The exterior of the building had always reflected the company brand, but the interior of the space had not. Before the renovation, the presence of so many physical barriers made face-to-face contact cumbersome, so employees preferred to send internal emails. Removing high wall partitions and creating an open work environment has rejuvenated interpersonal communication, leading to greater socialization and the strengthening of Ocean Spray's culture.

Recruitment and engagement of millennial workers

More dynamic, interactive open plan environments that present a team-oriented and progressive atmosphere are attracting newer generations entering the workforce. Every 90 days, the VP of Human Resources has a group coffee break with new employees to discuss how they are adapting to work life at Ocean Spray. Since the renovation, new recruits have commented that they find it easy to get questions answered, as it just takes a swivel of their chair to make eye contact with a colleague — gone are the days of knocking on closed doors.

Increased communication and knowledge sharing

Knowledge sharing is very important to the development of new hires at Ocean Spray. Removing traditional hierarchal boundaries has encouraged greater interaction and collaboration among management and staff. The open plan nurtures a natural mentoring process between experience levels. Due to the openness of the space, employees hear business issues being discussed and can contribute to solving those challenges they otherwise might not have been aware of. The space design has dramatically increased the speed of knowledge sharing and problem solving.



Library meeting room



Phone / Interview room