GREATSPACES 2019 SUMMER

A publication by **Continental Office**

YEARS OF CONTINENTAL OFFICE

EAMES



Continental Office is the Proud Work Environment Partner of the Columbus Blue Jackets.

Since 1939, we've been creating winning spaces so our clients and partners are inspired to change the way they think and work. We know, the workplace has changed, and we can help you create great spaces that work best for your team!









CONTENTS

Spring / Summer 2019 | Great Spaces



FEATURE

⁰⁶ // Celebrating 80 Years of Continental Office

From Office Supplies to Great Spaces

- **05** // A Letter From Our CEO
- **11** // How Maintenance Affects Your Lifecycle
- 12 // Q + A: Michael Copella
- **16** // The Superpowers of Prefabricated Construction
- 20 // It's Set in Concrete
- **21** // Lights Up in Lawrenceville
- 23 // The CO Lab: A Case of Collaboration

- 26 // Designers Discussion: Adaptive Reuse
- 27 // In the Nick of Time
- **28** // Breaking Ground to Break Through Boundaries
- **31** // Signs Your Unassigned Seating Strategy is Failing
- **33** // Five Ways to Explain Branding to Your Boss







A LETTER FROM OUR CEO

This is our 80th anniversary, and third year of publishing Great Spaces. I couldn't be more pleased with your reaction and feedback on both milestones. Thanks to your support, we've been able to share our thoughts on creative ideas to make great spaces from furniture to flooring and even interior construction and branding.

There's no doubt the workplace has changed since we began in 1939. That's why we've been closely studying how flexibility and choice positively affect today's workforce. In this issue, you'll hear from Mike Copella on why industry leaders like CBRE are changing the way they work and think about work by providing unassigned seating choices and focusing on the associate experience.

While we are continuously looking forward and evolving as work changes, we also value our history and architectural heritage. Our team and Bernie Sigal, from CURV, will discuss why our local communities are embracing adaptive reuse and reimagining spaces full of life and character. You'll also read about a superpower in the interior construction industry that's truly changing the game with shorter timelines and unlimited design freedom. Speaking of design, I hope you enjoy learning about how we redesigned a traditional conference room at Nationwide Arena for our inaugural partnership year with the Columbus Blue Jackets.

It's not only about work and space - it's about community too. We'll share our journey to Lawrenceville, Pennsylvania and our experience within the bustling neighborhood. And, we're honored to share more about our work with Canine Companions for Independence and their new headquarters, which greatly impacts people in our communities.

I hope you enjoy this issue and it sparks some new ideas along the way. Here's to more great spaces and another great 80 years!

IRA SHARFIN, CEO

Continental Office

From Office Supplies to Great Spaces

BY: IRA SHARFIN, CEO Continental Office



1939 the world was changing. World War II had just begun. In the US, people were singing along to "Over the Rainbow"

while watching the Wizard of Oz, and being introduced to Batman for the first time. RCA had just introduced America to the television at the World's Fair, and Gone with the Wind was premiering in Hollywood.

In Columbus, we were cheering on our profootball team, The Columbus Bullies, and welcoming the latest craze in sports – the Columbus Rainbows, a new all-female roller derby team. The Ohio State men's basketball team played in the fist ever March Madness championship game, falling to the University of Oregon. FDR was only in his second of what would become four terms as President. The average price of a home was \$3,800, and annual salaries averaged \$1,730. A new car would run you about \$700. You could even fill up that new car for just \$0.10 per gallon.

The city was also entering a new era. As the last interurban trains were pulling out of Columbus, Leo Eiferman was starting his new company, Continental Office Supply, now known as Continental Office. Since our humble beginnings 80 years ago, we've grown significantly in Columbus, while expanding our business to Pittsburgh and Toledo.

Way back in 1939, Leo named us Continental because we were originally located in the Continental Building in downtown Columbus. A pretty practical decision given our name was already on the building! By 1954 we'd gone from paper clips to office chairs, and in 1965 we became an official Herman Miller Dealer. Later in 1982 we added commercial floors to the mix. It was during these formative years that we really honed our craft and became experts in commercial flooring and furniture. Even back then, we were breaking through new ways of working with Herman Miller's Action Office and pushing the boundaries of what the traditional office landscape looked like.

I FULLY BELIEVE, WHILE CHANGE CAN BE DAUNTING, THERE'S MORE RISK IN NOT CHANGING.

However, in 2005, things really started to change quickly so we began offering technology-driven prefab construction through a partnership with a Canadian manufacturer known as DIRTT. This allowed us to offer our clients reduced construction timelines while providing cost certainty with revolutionary video gaming technology (Yes, you read that right – video games!). And, we were able to reduce the amount of scrap that was being sent to landfills!

But we knew this still wasn't enough. Branded experiences had become critical to both the associate and the customer experience. So just three years later, in 2008, we created a highly creative graphic design team to offer environmental branding, complementing our existing team of talented interior designers.

Another big change we've seen in recent years that appears to be here to stay is a significant change in the flooring industry with a big push towards concrete polishing and epoxy coating. Concrete is continuing to gain significant market share in commercial flooring, and that led us to include concrete and epoxy finishing solutions in our breadth of solutions. Furthermore, we want to help our clients keep their floors in great shape. That's why we offer a full floor maintenance capability with a





dedicated staff for all surfaces from concrete to LVT, tile, carpet, and more. That's a lot of Continental change and history!

It's clear times have really changed over the past 80 years both in our communities and our industry. But I fully believe, while change can be daunting, there's more risk in not changing. I joined Continental Office as co-owner and CEO in 2005. Since then, I've watched the industry evolve quickly from more of a commoditized industry to one of knowledge and service, which is why we're constantly growing our expertise and bringing on new associates who help deliver the most creative workplace solutions. The fact is, the world around us is transforming at a rapid pace. Our industry today is pacing more like the tech sector – faster, leaner, and more efficient. There's an influx of newer products and technologypowered gadgets. At the same time, we as leaders, are chasing the same things: top talent, productivity gains, and engaged workers. But to do so successfully means we must understand that the nature of work itself and the way people work has evolved. Even so, many executives are at different stages of the change continuum, some

asking themselves, "Is it possible for me to change my mindset?" I believe it is. To be successful leaders, it's important to understand there might just be more risk in not changing. Why? Because it's not a question of if the workplace will change. It's when and how the workplace will change. We've really seen a big shift over the past 80 years, even in the past 10 years. Not long ago, our biggest focus on the furniture side was installing high panel work stations. Years ago if you asked our customers what they wanted, many might have answered "higher cubicle panels." Fast forward, and everything



has shifted to a blend of open and private work environments. In order to thrive and survive, we had to accept that and change with it. We had to do it for our clients and for our own associates' experience.

For instance, the physical space has become absolutely critical to the associate experience. We recently published a report that found 80% of people stated the physical environment was very important to their overall happiness. One way to help with this is by providing flexible spaces. Our data shows that 87% of today's workforce wants flexible settings like workshops, meeting rooms, private spaces, social areas, and more. And a majority (71% of them) wanted a choice in where they sit throughout the day. When planned correctly and done right, these are relatively straightforward ways to provide a great associate experience. Who wouldn't want to do that, right?

But, although we need to accept it, we need to be cautious with change. We can't simply change to go along with the newest trend. There's not a onesolution-fits-all piece of the puzzle. This new paradigm shift doesn't mean an open office plan will work

for everyone. An open environment happens to be one of the more popular solutions today and it works well for a lot of organizations, but we need to listen to our own people first. Focus on giving them choice and flexibility, such as not being tethered to their desks. Let them move around and work in different areas of the building. And we must give them permission to effectively activate the new space. Once you truly understand how and why your associates are working the way they are, you can decide what type of office space is right for your business and your people.





In addition to having the right plan, we've learned over the years that historically office design did little to connect people. Even if we're connected through technology and mobile devices, many people still feel isolated. Community is critical. Build a community by giving people those choices and flexible work spaces. Don't be concerned if they're not sitting in their cubicle from 8-5. Whether you're a startup, or have been in business for 80 years, listen to your people, learn from your community, and change your mindset.

And, lastly, the best advice I can offer is to always remember change isn't going away. We're just getting started, and it's important to stay ahead of the curve. Our most important future challenge, as leaders, is to be ahead of the pace of change. The physical and spatial designs of buildings is going to keep changing and evolving. That's why it's imperative to be knowledgeable and somewhat foresee these transformations and fluctuations in the way we create, build, and maintain great spaces. Because it's not just about what you do any longer, it's about what you know!

HOW MAINTENANCE AFFECTS YOUR LIFECYCLE



drive your car around every day, mile-after-mile. And to keep it running smoothly, you need to take care of it—to get under the hood. No matter the

make or model, it's routine to get your oil changed in order to get where you're going with ease.

But what would happen if you didn't change your oil, or even changed it incorrectly? Your engine would break down—leaving you without transportation and a hefty bill to fix it. The same principle applies to your floors and furniture upholstery. Choosing a regular maintenance program might not be the first thing that comes to mind when you purchase your commercial floors and furniture, but it's the secret to keeping them looking good and performing their best for years to come.

That's why we're able to extend our customer service beyond picking the perfect flooring and furniture options for your space with the help of our floor maintenance group. But this isn't just your typical maintenance protocol, we become part of the team even before choosing your products.

"We start with a listening session," Scott Bartlett, VP Sales for floor maintenance said. "We want to know what the client desires, what's their budget, what's the foot traffic going to be like? From the start, we can help them choose the best flooring for their space, which helps maintain its lifecycle." But what makes our floor maintenance team special is our tie back to the manufacturer of the flooring you choose. Most cleaning companies don't have the knowledge and training to clean and maintain each flooring or upholstery option. Our team knows exactly how to properly maintain floors and upholstery based on the manufacturer recommended guidelines.

"To me, that's the 'Ah ha' moment. It's something that no one else has," Bartlett said. "When you combine the manufacturing team with the installation team, you get what you expect out of the project. Now the whole life cycle loop is covered."

Additionally, when you start a maintenance program right after new floors are installed, you can almost double the lifespan of your floors. We are able to create an annualized square footage plan for the client per year that can be adjusted to accommodate events, weather and daily wear-and-tear.

"We want to become an integral part of your facility. Part of your team. An extra set of eyes." Bartlett said. "We want to be a valued part of your service that is ultimately saving you money in the long-run."

WHY MAINTENANCE IS CRITICAL



IT PROTECTS Your investment



IT'S BETTER FOR The environment





It's been over six years since CBRE, the world largest real estate services and investment firm, decided to change the way it worked by transforming its traditional office space into a technology enabled, paperless, flexible work environment called Workplace 360. CBRE's Columbus office converted in 2016 and we are checking in with Mike Copella, CBRE's Central Ohio Market Leader, on how the strategy has paid off, lessons learned and his thoughts on the agile work environment.

Q: 3 years ago CBRE converted its Columbus office into a Workplace 360 where you added technology and flexibility but also made the entire office free of address where no one has a dedicated desk or office. How has this strategy worked out for you?

A: Our 360 Workplace strategy has worked out better than we expected. Not that there weren't any hiccups or things we would do differently, but all in all, it has provided us with tremendous flexibility in the way we work, increased collaboration, and, most importantly, it has elevated our ability to recruit the very best talent. It's also been very impactful for our professionals to live and work in the type of environment that many of our clients have or are designing for their own work place. We are basically a living, breathing laboratory on workplace design.

Q: Was moving to a free address workplace a big change for the employees?

A: Yes, but because we involved them in the process, we found them to be very engaged, ready for a change and really excited about testing out the new space. We also spent a lot of time with the different business units to uncover what they needed in their space to be productive. We took all of that feedback and designed a space that not only supported the way they wanted to work but also were excited to work in every day. Lastly, we found that the need for enclosed space was very important to the way they wanted to work, so we made sure to incorporate that prominently in our overall design.

Q: You mentioned some lessons learned, what are some things you would change?

A: We designed spaces that look and feel like mid-sized private offices and those tend to be some of the least utilized, as they feel larger than needed and often cut off from the buzz of the rest of the office. Looking back, I would like to have converted those into smaller focus rooms where there's space for just one person to work by themselves or created more huddle rooms (2-5 people), as those spaces have been very popular. Lastly, we have found that some of our employees really enjoy doing their work away from the desk and are working at the furniture or countertop spaces. If I had to do it again, I would spend more time thinking about incorporating more furniture into the space as it opens up different places for people to work from.

Q: What are some of the spaces or designs that people have really enjoyed?

A: We created a bar-height countertop right near the coffee, snacks, and music and it's very popular in the mornings. We see teams gather there to connect, get their day started, and feel the energy that comes from that area. In addition, we created several "nooks" around the office with fun furniture that provides an informal setting for a meeting or brainstorming session. Lastly, we have two patios that overlook downtown and they are very popular places to work, have lunch, or at which to have a happy hour.

Q: We've experienced your amazing concierge service first hand. Can you tell us why CBRE felt this was a crucial part of your customer and employee experience?

A: The scope of our concierge service ranges from office to office, but here in Columbus we like to put the emphasis on a high level of hospitality focused on the employees. We have a two person team that runs our front of the house and knows what employees' favorite food vendors are, helps with personal and business packages, and always has extra phone chargers and thumb drives on hand. In addition, they assist with all of our client meeting set up to make sure we create a lasting impression. Our goal is to make coming to the office easy and fun so our professionals can increase

productivity and be more focused on our clients.

Q: Sounds like a fun space, switching gears now, what are your thoughts on growth of the co-working industry?

A: Overall, it's been very exciting to watch the growth, both nationally and here locally. I certainly believe we will continue to see this segment be successful, though it might take a little longer here in Columbus than some of the larger markets which were earlier adopters. I also believe that you will see more enterprise or corporate occupiers utilize coworking as part of their real estate strategy as most companies are looking for more flexibility out of their real estate to better support their business objectives. WE HAVE FOUND THAT SOME OF OUR EMPLOYEES REALLY ENJOY DOING THEIR WORK AWAY FROM THE DESK AND ARE WORKING AT THE FURNITURE OR COUNTERTOP SPACES.





Q: We know that the physical space has been important in recruiting and retaining talent but what else are you seeing companies do to win that war?

A: It's really all about creating a hospitable culture that is supported by both the physical space and a culture that is very services minded. We are starting to see companies find ways to connect their employees to their environmentsvia technology, amenities, services, and communities that matter most. This creates a high level of service back to the employee which helps increase their individual well-being, personal productivity, and makes them more effective at work. OUR GOAL IS TO MAKE COMING TO THE OFFICE EASY AND FUN SO OUR PROFESSIONALS CAN INCREASE PRODUCTIVITY AND BE MORE FOCUSED ON OUR CLIENTS.



SUPER POWERS PREFABRICATED



Let's go shopping for your dream workspace. What's inside? Floor to ceiling glass walls for an open office feel? A chestnut mezzanine where you greet your clients? Let's ring up your choices and see exactly how your finished space takes form and precisely how much it will cost. The best part — this awe-inspiring space is done in more than half the typical construction timeline.

No, this isn't a pitch for a new HGTV show. It's prefabricated construction, and it's our notso-secret superpower that puts traditional construction timelines to shame.

We partner with DIRTT, a clean construction company with an adaptive approach to environmentally friendly, rapid construction with total design freedom.

DIRTT (Doing It Right This Time) is a

clean tech construction company that's

revolutionizing the construction industry.

Using advanced video game technology,

DIRTT allows you to build better regardless

of industry. Since 2005, they've completed

thousands of projects using prefabricated

construction solutions saving time, money and energy all while keeping our workplaces

stylish and our earth clean.

TRADITIONAL APPROACH TO ORDER FLOW: 3-4 MONTHS



DELIVERY

THE DIRTT APPROACH: 4 WEEKS (OR BETTER)

So what makes DIRTT the construction solution of the future? By using virtual reality and video game technology, we are able to see the big picture. From start to finish, everything is editable and instantly calculated into the exact parts, pieces, connections, and pricing.

"The main benefit to working with a prefab construction solution is schedule savings, cost certainty, a high quality solution with consistent fit and finish; that allows for flexibility in the future," Kelly Greene, DIRTT Environmental Solutions Representative said. With this real time design vision, errors and deficiencies are scaled down to less than one percent. Not only does this lead to quicker edits and faster quotes, but it means projects are delivered in four to six weeks rather than the industry standard of 12 weeks.

Additionally, prefab solutions aren't delivered in a million pieces like that Swedish bookcase in your living room. DIRTT prefab arrives on-site fully assembled to simply attach into place. Furthermore, it can be readily reconfigured over time as your business grows or changes.





WHAT'S AMAZING IS HOW YOU CAN GET AN ENTIRE SPACE FASTER THAN WHAT IT MIGHT TAKE TO ORDER A CHAIR,

And as construction timelines continue to shrink, prefab construction scales down the time spent on labor that drives 70% of the project cost and eats up project timelines. With prefab solutions, we are able to flip the ratio of traditional construction, making projects happen quicker and easier than ever before.

This decrease in overall labor combined with DIRTT's virtual reality technology makes prefab interior solutions truly a game changer. It pushes the limits, and changes the status quo. With DIRTT you're not only "Doing It Right This Time," you're doing it in the most time efficient way possible—turning your dream space into a reality. And to us, that's truly a superpower.

CONVENTIONAL



IT'S SET CONCRE

IT'S EDGY, INDUSTRIAL, AND RED HOT RIGHT NOW.

The concrete interiors trend is here to stay, and designers are loving it! Over the last decade, you've likely been walking on more and more polished concrete whether you've realized it or not. Concrete has been silently taking over traditional floor coverings in both residential and commercial settings. In fact, it's become a sought-after flooring technique for its wide range of aesthetics and its ease of maintenance.

But, why is this age-old technique growing in popularity so quickly? The reasons are numerous. For starters, it's much more abrasion resistant than a steel-troweled slab. Up to 40% more resistant, actually. It also gives your space up to a 30% increase in ambient light. Not to mention the improved ease of maintenance and minimal issues with moisture vapor. Did we even mention sustainable? In fact, concrete flooring use was originally started by the green movement. It can earn LEED points, because of its long life-cycle, neutral impact on air quality, and it lowers lighting costs. However, by far its most desirable trait is its wide range of aesthetics.

Concrete combines durability for heavy use and high traffic areas with endless customization. This makes it perfect for retail stores, restaurants and bars. offices, churches, schools, medical institutions, and industrial settings. In short, concrete is no longer considered "for industrial use only." Designers are using concrete to incorporate colors and patterns. No color is off-limits and the patterns can literally be whatever you can dream up. For instance, stains can be used to produce different looks like marble or wood. These stains provide color variations, and more color can be added to the mix in a new pour. Or, if you want to get really creative, trowel-cut patterns in the floor. Not a fan of trowel cuts? Simply insert brass or zinc strips to create patterns. Want more? Similar to walls, you can even cast the floors with wood to create a textured wood floor in concrete. As you can see, the design possibilities are truly limitless. It should be noted, however, the general consensus among designers and contractors is that concrete is best used in its natural state

The truth is, concrete polishing transforms what most would consider a dull material into a fascinating, highly detailed surface that can hold a high gloss for decades. When someone sees a beautifully designed concrete floor or simply one that is recently polished and glossy, they are often in awe. It appears this sentiment isn't going away any time soon.

In fact, it seems to be growing at a fast past. According to the US Concrete Floor Coatings & Concrete Floor Market Size Report, 2018 – 2025, the concrete floor coatings marketing was valued at \$646 million in 2016 and rising demand is projected to be favorable. In fact polished concrete floors accounted for 54% of the US marketing share in 2016, and are expected to account for 47% of the US marketing by the end of 2025.



Concrete flooring accounts for 54% of the US market share.



Nestled along Butler Street, within an arm's reach of Pittsburgh's hippest vegan restaurants and laid back breweries, lies our newest Continental Office studio. But this studio doesn't sit in a giant office park, nor does it soar high into the sky. In fact, the space seamlessly blends into the historic buildings and quaint facades in the vibrant community of Lawrenceville, PA.

Meerly 4 miles from downtown, Lawrenceville is becoming one of the country's most sought after neighborhoods. With accolades from The New York Times, Time.com, and Money Magazine, Lawrenceville is home to various galleries, restaurants, boutiques, historic landmarks and industrial-era architecture.

However, what makes this community truly special is its preservation of the past. What used to be a bustling working neighborhood became vacant as people moved away from downtown and into the suburbs in the 1950s. But today as the community revitalizes, the city looks for prospective businesses to maintain the integrity of the buildings as they once were: full of character and full of life. And it's this mission to restore and reuse that is exactly why Lawrencville is the perfect home for our Pittsburg studio.

LAWRENCEVILLLE IS BECOMING ONE OF THE COUNTRY'S MOST SOUGHT AFTER NEIGHBORHOODS.

"We want to have an impact on the local community and the projects we are involved in there," Michael Sharp, Pittsburgh VP of Sales said. "We also want to do things as environmentally friendly as we can. We want to still maintain the local vibe and feel of the neighborhood—to be part of it."

The new 2,900 square foot, three level space stood vacant for 10 years before we made the move. Now, our new studio gives associates a positive, more humancentric experience through furniture, branding, walls and flooring options. It also inspires visitors and clients so they see what's possible for their own space and business goals all while visiting.

"We're intrigued with the vibrancy and the architecture in the neighborhood. It's a very welcoming environment that helps us show our clients and customers how we work and think about work in a real world environment," said Kyle Johnson, President and COO. "This is a living breathing example of how to provide choice and flexibility to associates. It helps us display how the work environment is truly a catalyst to productivity."

Working with our designers and architects, we were able to maintain the look and feel of the building using reclaimed wood, original exposed brick, and a striking steel iron walkway that looks out onto Butler Street through large cathedral windows.

"It's a nice mix of warmth and still has heritage and history at the same time," Sharp said.

As a nod to the city and culture, the interior also has our Continental Office branded elements with influences from Andy Warhol, as well as local tie-ins to the space—the favorite being the famous "Pittsburgh parking chairs."



These elements combined with the area's walkability adds to the overall experience of our employees. By setting down roots in a neighborhood that's vibrant and active, we are able to change the perception of what it means to "go into the office."

"We want to be in a place that is growing and evolving. And just like our businesses, we always want to continue to grow and evolve," Sharp said. "We want to be a part of something to stay connected."

A Case of Collaboration.

Par

WELCOME TO THE CO LAB PRESENTED BY CONTINENTAL OFFICE

9

Presented by R Continental Office

EMI

INE

3

THE ROOM HAS BEEN INSTANTLY EMBRACED SINCE IT OPENED IN FEBRUARY OF THIS YEAR, AND HAS QUICKLY BECOME A DESTINATION OF CHOICE BY THE COLUMBUS BLUE JACKETS.

Earlier this year, we announced an exciting multiyear partnership as the Proud Work Environment Partner of the Columbus Blue Jackets. The partnership is highlighted by the CO Lab, which is a space in which we transformed a standard meeting room to a modern, creative collaboration center.

Designed to be a comfortable space that can accommodate up to 20 people, the CO Lab is easily reconfigured for a variety of engagements from private dinners and entertaining to small and larger team meetings. The versatile space is available for private rental and is also used by both the Nationwide Arena staff and the Columbus Blue Jackets staff, coaches, and players. It's located on the south side of Nationwide Arena and features an exterior entrance accessible from Nationwide Boulevard.

The CO Lab was thoughtfully named to integrate our brand, Continental Office, and

highlight our partnership along with the spirit of creative collaboration. It's furnished with Herman Miller, OFS, and National furniture, in addition to being equipped with a DIRTT wall. The prefab interior construction solution, DIRTT, allows for wireless audio/ visual capabilities that supports multimedia presentations on an 82" monitor that is embedded in the wall and surrounded by a writable surface.

The room has been instantly embraced since it opened in February of this year, and has quickly become a destination of choice by The Columbus Blue Jackets. In fact, room rentals are weeks out at this point.

"As our Proud Work Environment Partner, Continental completely reimagined a standard meeting room and transformed it into a tech-forward collaboration space that has been enjoyed by our staff and

IF YOU'RE INTERESTED IN RESERVING THE CO LAB, VISIT BLUEJACKETS.COM/MEETINGSPACES TODAY.

EXIT

10-2

ALEY A

our partners," said Cameron Scholvin, Columbus Blue Jackets Senior Vice President and Chief Operating Officer. "Continental perfectly addressed our desire to make the CO Lab comfortable, functional and easily modified for meetings or more casual brainstorm sessions. We're grateful for the partnership and look forward to future collaborations."

In less than six months, we think it's safe to say the CO Lab is here to stay and will continue to gain popularity within Nationwide Arena.

FEATURED PRODUCTS:

- + Herman Miller Setu Stools
- + Naughtone Knot Tables
- + National Grin lounge chairs
- + **OFS** Rowen Sofas
- + **OFS** Wyre Occasional Tables
- + Table Logix Colby Apron Tables

DESIGNERS DISCUSSION ADAPTIVE REUSE

If these walls could talk, what would they say? The process of taking existing structures and turning them into modern facilities, otherwise known as adaptive reuse, is the newest trend in development that is changing the way we create meaningful spaces. We recently sat down with designers Nick Magoto and Matt Freedman from Continental Office and Bernie Sigal from CURV to gain their insights into how adaptive reuse can turn a once uninhabitable structure into something that's full of life.

Over the past 10 years in the United States, there's been over 40,000 adaptive reuse projects. And that number is expected to triple in the next 10 years. So what's the fuel behind this movement to make what was old, new again? One of the biggest motivators is the increase of young people moving to the inner city where more older buildings were developed. The idea of repurposing something like an old factory into residential or retail space has been an attractive concept to many young people who want to live, work, and play in spaces full of character without sacrificing modern technology or convenience.

But the draw for adaptive reuse projects goes far beyond the old hardwood floors and brick walls. It's more than creating a space, it's about creating an experience. By taking inspiration from the surrounding community and paying homage to its history, these spaces tell a story the moment you walk through the door to the moment you leave. It certainly takes more time to develop and execute—and you always find a new problem to tackle behind every wall and through every door, but the reward outweighs the challenges. And at the end of the day when you see those environments that take all of these things into consideration—it makes adaptive reuse spaces truly special.

WATCH OUR DESIGNERS DISCUSS ADAPTIVE REUSE BY CLICKING HERE OR VISITING: YOUTUBE.COM/CONTINENTALOFFICE





BY: NICK MAGOTO, EVP DESIGN

Continental Office



easier to start with a blank slate. To have no limitations. And it's certainly easier knowing exactly what lies ahead when you are designing a space. But great spaces aren't created by taking the easy

route. They're made when you take a space, peel back its layers and look at it from a fresh perspective.

Transforming older buildings and repurposing them into something new, known as adaptive reuse, is the latest buzz-worthy renovation trend that is influencing how we look at design. Rather than manufacturing a rustic or industrial look, we are maintaining the character and feel of historic spaces by exposing elements in their original environment and adding modern functionality. People appreciate the toughness and sweat that went into these old spaces—it's stories. It's not something you can recreate.

But adaptive reuse is more than exposed brick and concrete floors. Adaptive reuse spaces are changing the way we develop neighborhoods for the modern day. It shows people are choosing the more sustainable option, the more environmentally friendly approach to development. Whether that means repurposing old timbers from the floor into the staircases in our Lawrenceville, PA office, to completely transforming an old stable into our Toledo, OH office—it's exciting to be a part of.

We want people to walk down the street and say, "Wow. I never thought that space could be used for this." It makes people realize that not everything has to be new or perfect. Instead it's about paying homage to these spaces that were once full of life instead of abandoning them or tearing them down. It's fun to go into spaces before renovation and take photos to use as art or graphics in the space or capturing old signage or other things the building originally started with.

It can take longer. It's not the "easy way". You always run into unpredicted issues, but the end result is much more rewarding. You uncover new things along the way and help maintain the character of a neighborhood. There's a satisfaction of bringing something from the past and recreating it for the future.

BREAKIN GROUND BREAK THROU BOUN DARIES



Giving back to our community is one of our core values. You could say it really matters to us. As part of our Continental Cares program we support and love working with our friends at Canine Companions for Independence. They've visited our offices, and spoken with our associates many times about why they do what they do. On April 3, we were honored to be in attendance as we watched them break ground on their new facility that will serve 14 states! We're even more honored to be working with them to help create this incredible facility. Read on below to learn more about the tremendous work they do.



service dog is more than a vest, they can be the hands, legs, and ears for their human partner. "For me, my service dogs have become my hands. They have given me the

ability to go out and live a successful life amongst my peers in public. Not only have they given me that independence, they have given my family, my wife, my loved ones peace of mind knowing that when I am out in public, I am in good hands, because Kary or Rona or Elaine, whoever it has been over the past 19 years, was right there by my side making sure that I was ok and that I was taken care of. Whatever I needed, they were right there to jump in and help me. That is something you can't put a dollar sign on; that is something that is unmeasurable. That ability, that peace of mind, that independence; I cannot thank the Canine Companions staff enough, not just for my independence, but everybody else's independence. It is a life changing journey," shared Canine Companions service dog recipient, Brandon.

The impact that a service dog has on its partner, as Brandon shared, is immeasurable. They help their partner with daily tasks that allow them to live a more independent life, and not have to rely on their family and friends to help as much. If someone needs an item retrieved they dropped, something picked up off the counter, a door opened, a laundry basket taken to the laundry room, help moving their wheelchair when they get tired or to be told that their phone is ringing, a Canine Companions service dog can do all of that and so much more. This independence and freedom is something that only a very special four-legged friend can provide.

A service dog's impact goes beyond just the physical tasks, as they create a social bridge for their human partners. Some people can be hesitant to approach someone with a disability or not know how to interact with them, but everyone knows how to interact with a happy tail-wagging dog. Many recipients find their dogs are a sure way to break down any social barrier that may exist. People will approach them and want to know more about their dog, which opens up a conversation and creates a level of comfort, for both parties, that may not have been there before. "Besides helping me out with physical tasks Haven has motivated me to be more social. I can sometimes be very quiet and shy especially when meeting new people. But, Haven is a great conversation starter and our partnership has given me the opportunity to build many bridges both personally and professionally," explained Janie, a Canine Companions service dog recipient.

As more people learn about service dogs and their immeasurable impact on their partners, physically, socially and emotionally, more and more people are discovering how one could impact their life. Because





of this, we have begun construction on a new state-ofthe-art campus in New Albany, OH. This new campus will feature over 16+ acres and over 54,000 sq. ft. of space, dedicated to furthering our mission of providing Established in 1975, Canine Companions for Independence® was the first provider of service dogs to people with disabilities other than blindness. We remain the largest non-profit provider of service dogs

THIS NEW CAMPUS WILL FEATURE OVER 16+ ACRES AND OVER 54,000 SQ. FT. OF SPACE, DEDICATED TO FURTHERING OUR MISSION OF PROVIDING EXPERTLY-TRAINED SERVICE DOGS TO CHILDREN, ADULTS AND VETERANS - FREE OF CHARGE.

expertly-trained service dogs to children, adults and veterans - free of charge. This new campus will allow Canine Companions to serve more people than ever before, provide more research opportunities to ensure Canine Companions continues to provide the highest quality, healthiest and most successful assistance dog partnerships, and set a nationwide standard for service dog training spaces. in the country and are recognized worldwide for the excellence of our dogs, and the quality and longevity of the matches we make between dogs and people. We currently have six training centers across the US that allow us to serve our recipients in a more personal manner as we continue to provide support and followup services until the dog retires.



IF YOU ARE INTERESTED IN LEARNING MORE ABOUT CANINE COMPANIONS PLEASE VISIT CCI.ORG.





FREEDOM. ENERGY. VARIETY.

With benefits like these, who wouldn't want to work in an open, unassigned workplace? As it turns out, a lot of people.

As creatures of habit, it can be difficult to shift your office culture towards "floating" seating. According to a 2017 Leesman Research Report, 71% of today's workers in assigned, activity-based workplaces say they still perform most of their activities at a single desk. However, our Workplace Flexibility & Choice by the Numbers research also found that 71% of today's Midwest workforce desires a setting that provides more fluidity. What does this mean for today's leaders? If we don't change things like our management practices and resource availability, we reinforce behaviors that keep people from embracing choice in an unassigned office environment. But most importantly, it keeps our people from doing their best work. Here are three behaviors that may indicate your associates are struggling in their current environment and how to make adjustments to set your team up for success.

It's not hoarding if it's just resources, right?

Do you see coworkers save or reserve resources just in case they might need them later? From conference room squatters to hoarding post-it notes, we've all been guilty of being overly prepared at times. But, if we make sure our teams have the right spaces and tools, we'll encourage behaviors and a culture that reflects a "work-from-anywhere" mentality.

Previously, our Columbus locations had no visibility into who reserved the conference rooms. We needed the right technology for our associates to get the full use of these spaces and encourage movement throughout our locations. We implemented the ability to remote schedule our conference rooms through email, calendars, mobile phones, and directly from tablets on the conference room walls. Now, we have full visibility into reservations on the conference room tablets or on our desktop or mobile devices. Additionally, if someone reserves the room and doesn't show up within 15 minutes, the room becomes available again.

Are people settling in their settings?

Ever notice that your team isn't spreading out or working across teams? Encouraging cross-pollination between teams works best when you have the right settings and tools. As leaders, we need to establish policies that inspire people to mix it up and work across teams.

We know that our strength comes from our people. We encourage them to share that knowledge amongst each other in every opportunity we can. When we moved into our main headquarters, we put our sales and design teams together and encouraged people to move around to different



settings so we didn't start "settling". The result? We saw our people moving around, sitting in different locations and working together with coworkers they may not have had much interaction with before.

Are people moving towards better experiences?

It's important that we ensure people don't feel like they're being judged for "slacking" if they're working in comfortable settings, like a couch or coffee bar. Managers should encourage people to move throughout the day, explain what spaces are available and how to use them, and make it easy for people to find one another.

In our previous headquarters, we took a traditional boardroom and turned it into our "garage" complete with a roll up garage door and a couch for lounge seating. More notably, we got rid of the conference room table. At first, people were hesitant to use the room, but once our management team encouraged our team to use the space, it quickly became the most booked room we had. By providing a comfortable environment, we actually increased productivity while providing a better experience.

Is your unassigned strategy right for you?

Not every unassigned work experience is the same. There's no magic onesize-fits-all solution. The important step is by talking to your people and understanding what works best for them. Change can be hard, and we, as leaders, need to give people permission to move about and work differently. If we don't encourage it, it doesn't happen.

TO EXPLAIN BRANDING TO YOUR BOSS.

ave you ever talked to your boss or C-Suite about branding and heard the following responses: "I'm not sure branding is worth the investment right now. We have other priorities like recruiting talent or hitting financial goals. We can put some graphics on the walls later."? We've personally heard these many times. But you can change the perception. After branding spaces in various industries, here are some things we've learned that can help.

Unfortunately, many do see branding as simply wall graphics and it's understandable. Branding is one of those terms that can mean so many different things to different people. Some see it as a logo or color palette while others see it as the overall experience and the way it makes you feel. The truth is, it's all of those things and more. The American Marketing Association defines a brand as, "A name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers." The key here is as distinct from those of other sellers.

We're not just talking about externally branding products and services either. When you think about it, your company is selling itself every day. It's selling itself to employees and external audiences. Your organization wants to be the best and set itself apart from companies trying to recruit you and from your competitors. Are you starting to think "Hey - maybe branding can help" yet? If you are, then read on!

So how do you convince your boss that branding your space is the right thing to do, right now? Explain it simply and effectively. Albert Einstein famously said, "If you can't explain it to a six-year old, you don't understand it yourself." Think about that the next time you try to convince your C-Suite that branding is the right choice. Sure, they're your boss/C-Level and have a lot of knowledge about many things, but

HERE ARE SOME TALKING POINTS FOR YOUR EXECUTIVES ABOUT BRANDING YOUR ENVIRONMENT:

most people - no matter what their position - aren't experts in branding. They may not be against it, but they also might not see the importance of it compared to other business strategies that are easier to measure.

At the end of the day, all of your business strategies are likely tied back to gaining more market share than the competition. That's why it's so important to distinguish yourself. But, how do you do this? Through branded experiences! Branding is about creating a best-in-class, unique experience internally and externally.

We hope some of these tips are helpful and will better prepare you to have the conversation with your team. However, if you're still having trouble coming up with talking points or a strategic vision for why branding is so important, ask your branding partner. They can be a great resource as they've likely heard just about every argument against branding at some point.

If you'd like to experience a branded environment or schedule a tour for your C-Suite, contact us at info@continentaloffice.com

CLICK HERE TO SEE SEE AN EXAMPLE OF AN AWARD WINNING BRANDING EXPERIENCE WE RECENTLY COMPLETED.



HIGHLIGHT HOW BRANDING CAN HELP WITH ATTRACTING TALENT:

Explain that workplace branding has become table stakes. Companies need it as much as they need furniture and flooring. Why? Potential employees and business partners want to get a sense of what your company's culture is like. The first chance they might have to do so is via the branded experience that your workplace offers.

EXPLAIN THAT RETAINING AND ENGAGING EMPLOYEES IS ATTAINABLE WITH A BRANDED ENVIRONMENT:

Engaged employees are more optimistic, inspired, connected, and tenured. Branding your space increases engagement and employees who are engaged are 27% more likely to feel optimistic about their company's future and 20% more likely to feel inspired. Brand messages are re-shared 24x more frequently when they're distributed by associates rather than the brand so their engagement links directly back to your brand success or failure.

IF AVAILABLE, BACK UP YOUR STATEMENTS WITH A VARIETY OF CREDIBLE SOURCES:

For instance, ask your branding partner if they have a case study or references and share those. Your C-Suite will respond well if they see third party endorsements from clients, partners, or other advocates. Most branding companies will have these pieces readily available.

CHALLENGE YOUR C-LEVEL'S WAY OF THINKING AND WORKING:

Your content will resonate more if it really gets them thinking differently. Executives are always learning and the more you can educate them on the benefits of branding, the more likely they are to hear you out. One great idea is to ask your branding partner if they can take you and your C-Suite on a tour of some other branded environments that they've developed. Let your C-Suite experience the power of a branded space first-hand.

DISCUSS THE COST UPFRONT:

Some C-Level executives are worried about the cost of a branding project. But what about the cost of not doing a branding project? It's difficult to measure the return on investment, but maintaining a sterile work environment can put a company in the express lane to poor culture and poor hiring. Let them know you can start with nearly any budget in mind and build from there. It doesn't all have to be done in the same week, month, or even quarter.

WE BELIEVE GREA FS RA BR ORKETO × P Continental Office

