

# GREATSPACES | 2018

FALL  
WINTER

A publication by  
Continental Office



The image shows the interior of a modern cafe or office space. A person is sitting at a table, viewed from behind. The room features a mix of materials: a white wall with a wavy line logo and the word 'HOPEWELL' in large, spaced-out letters, a brick wall with a large arched window, and a wooden floor. In the foreground, there are orange tufted armchairs and a white table. The overall atmosphere is bright and contemporary.

## HOPEWELL

*Ending Isolation Through  
Shared Experiences*





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Technology and mobility have enabled a proliferation of sharing and speed that few could have imagined. This change has also brought challenges and questions about how we work, interact, and live.

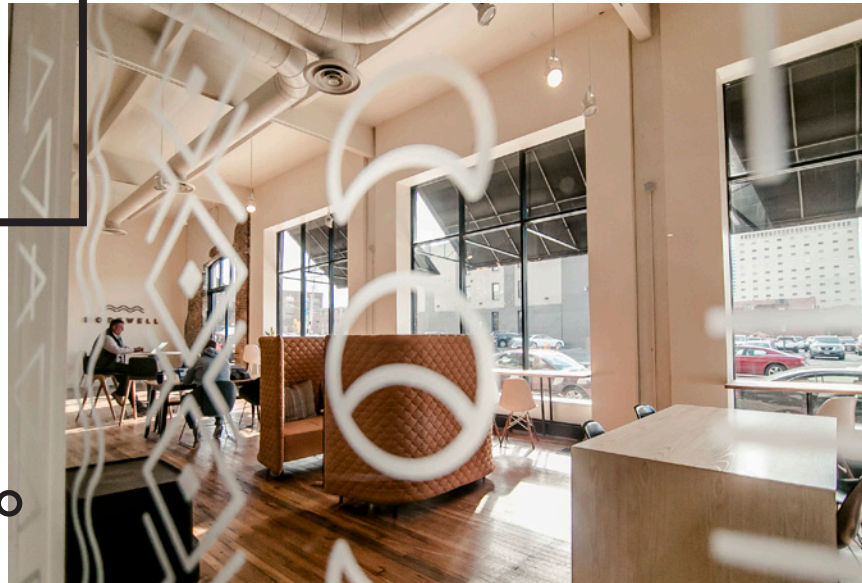
- **BEN SASSE,**  
*Them: Why We Hate Each Other  
—and How to Heal*



# CONTENTS

Fall / Winter 2018 | Great Spaces

## FEATURE



22 //

### A Hope-Filled Space: Hopewell Works

*At Hopewell, we have a bold mission: End Isolation Through Shared Experiences.*

05 // A Letter From Our CEO

06 // Ready or Not: The World of Work is Changing

08 // A Day in the Life of an Installer

09 // Cool as Concrete

14 // In a Changing Workplace, Community Can Make All of the Difference

16 // Making the Most of Space with a Shrinking Office Footprint

18 // Branding, Deconstructed

20 // Q + A: Joseph White

24 // Looking for an Immersive Science Experience? It's in The Works!

26 // Designers Discussion

27 // What's Happening in the Commercial Flooring World?

28 // Why We Love Toledo

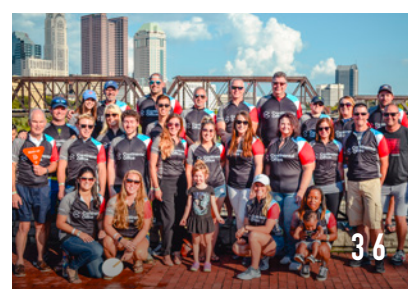
33 // In the Nick of Time

34 // It's All About the CX

36 // 10 Years of Pelotonia



Joseph White from Herman Miller



## AN INTRODUCTION

### A LETTER FROM OUR CEO

Your space represents the world you want to live in. And our goal is to make it a great one. We started Great Spaces to share creative ideas and insights with our associates, clients, partners, and friends, so they can create their own place to be proud of.

We've come a long way in the workspace industry. There's a focus on experiences, and you'll hear from Kim Bodrick, our Client Experience Manager, about how she's seen the CX evolve over the last 35 years. A compelling branded environment has also become table stakes. Matt Freedman, our SVP of Branding, will deconstruct what the branding experience is all about.

Our partners share their wealth of knowledge on the changing work landscape. Brian Zuercher from Hopewell Works talks about bringing people together through learning and communal experiences, Kenny McDonald from Columbus 2020 gives a glimpse into where the world of work is headed in 2020 and beyond, and Joseph White from Herman Miller answers

questions on the evolution of workplace environments from the mid-century modern days to today.

It's not all about work – it's about play too. We'll take you on a journey through our recent project at The Works that's out of this world, reminisce on 10 amazing years of participating in Pelotonia, and talk all things Toledo with the people who love and know it best.

I hope you enjoy this issue and learn something new along the way. Kick back and relax, maybe in an Eames lounge, and, dare I say, change the way you think and work in this modern world.

IRA SHARFIN, CEO  
Continental Office



# READY OR NOT

THE WORLD OF WORK **IS CHANGING**

*Are Millennials  
and Gen Z really  
all that different?  
The answer might  
surprise you.*

**AS** Baby Boomers enter retirement and Gen Xers become the new corporate decision-makers, there's a strong need to pay attention to the needs and working styles of today's largest group of workers, Millennials and Gen Z. These two generations were born and raised on digital communication and connectivity unlike any others that came before them, with technology at the forefront of their skillset. As a result, they're shifting priorities and workplace cultures one office at a time.

Millennials are the most educated generation in history and the first generation to be immersed in technology throughout their lives. Gen Z, also known as the iGen, is expected to comprise 20% of the workforce in just three years. They were born with a Tweet, with technology at their fingertips before they could walk and talk. Both groups have a strong desire for growth and mentorship, diverse teams to collaborate with, and a career that's purpose-driven. So how does this affect the world of work as we know it?

Companies must be able to prove themselves as agents of positive change in order to gain trust and tenure from Millennials and Gen Z. This includes providing continuing education and training opportunities, as well as a flexible working environment. The 2018 Deloitte Millennial Survey found that this generation's confidence in businesses is declining for the first time in years and that Millennials feel unprepared for Industry 4.0, or the

infiltration of more advanced technology into workplaces today such as:

- > **VIRTUAL REALITY**
- > **ARTIFICIAL INTELLIGENCE**
- > **ROBOTICS**
- > **THE INTERNET OF THINGS**

While both generations are comfortable with technology, Millennials are more tech-dependent than Gen Zers. They don't always necessarily know how technology works, as evidenced by their fear of Industry 4.0, but they know that they cannot live without it. In the case of Gen Z, the importance of technology, especially social media, throughout their upbringing and in their daily lives will reshape the workforce as we know it.

Both generations value the same core aspects within their ideal workplace environment and have parallel viewpoints in what they want out of their careers in the long run. They thrive in a supportive and empowering team environment, where they feel like their voices are heard and their ideas are implemented. Will earlier generations seize the opportunity to attract these individuals, embrace and adapt to their ways of thinking and doing, and propel business forward? Or will the workplace become stale?

▶ **DOWNLOAD OUR WHITE PAPER TO  
FIND OUT MORE ABOUT HOW  
MILLENNIALS AND GEN Z WORK**



# A DAY IN THE LIFE OF AN INSTALLER

“There aren’t many typical days in my role. But if I were to describe one it would look something like this... I come into the office early and head straight to our warehouse. I get the day’s crew together so we can go over our service schedule and ensure we’re all on the same page when we arrive at a job site. We utilize technology to keep track of our projects for the day and to make sure we have all the pieces and parts we need before ever leaving the office. Within a half hour of arriving on-site, I call the client to let them know when we’ll be there and what we’ll be doing that day. Once we’re there, I walk through the area we’ll be working in and inform my team of any special requests from the client. Then we bring in the products for installation.

If an issue ever arises, like a missing piece or an incorrect measurement of the space we’re working in, I try to come up with a solution on the job site. With a little creative thinking, we can usually solve things the same day. If I need to reach out to our service department, I can do so through the touch of a button and generally within minutes, there’s a solution. Once installation is complete, I do a thorough check of the space to ensure that everything is in order and all of the client’s needs have been met. For larger-scale projects, I typically sit down with the key team members on the project to go over the scope and



break it down into the phases we’ll work in. I also help out with something known as HMPS (Herman Miller Performance System). Essentially, it’s a process to separate products before heading out on a job and in some cases it involves building products in advance. That way they’re ready to go and easier to place in a space. This not only saves time on

## FROM AN INITIAL MEETING WITH ONE OF OUR SALES EXECUTIVES TO THE INSTALLATION OF THE PRODUCT, YOU’RE WORKING WITH THE SAME TEAM.

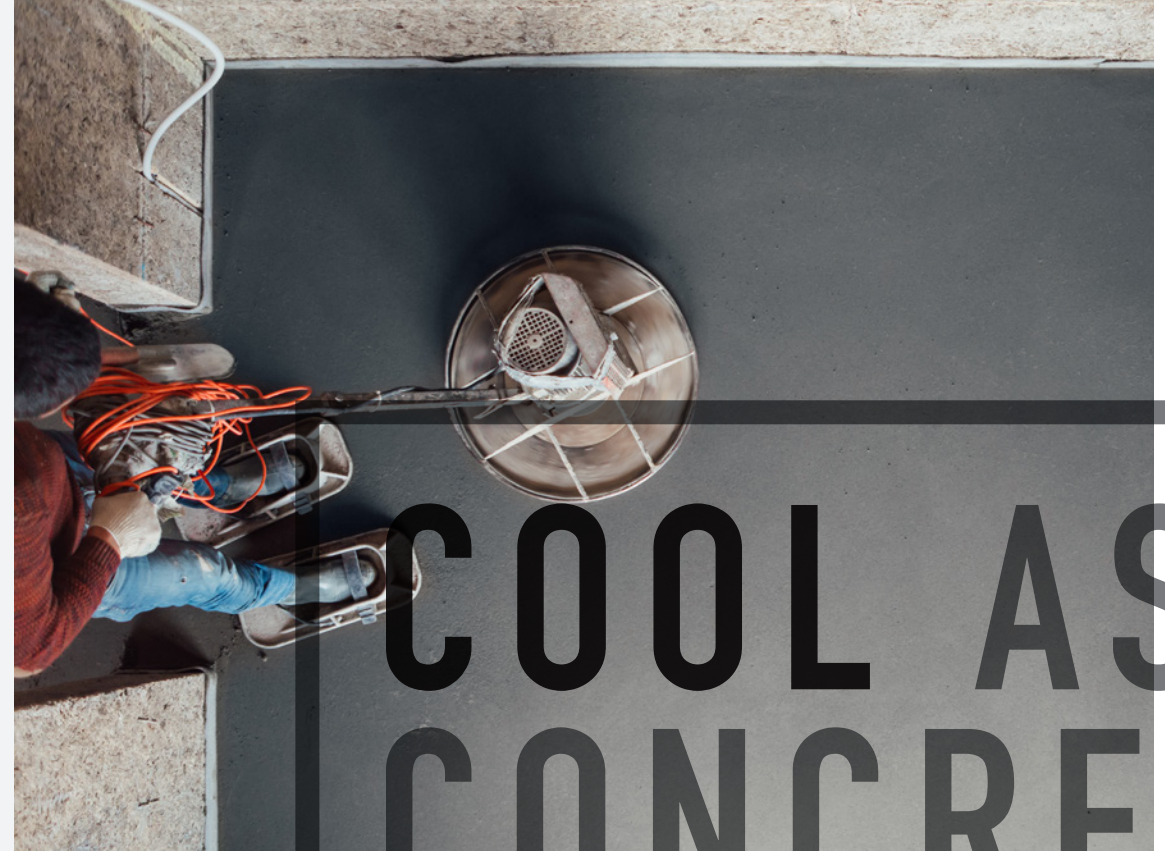
the job site but is less disruptive to the client. If a job site is currently under construction, we often opt to build on-site instead.

The installation process is often the last part of a client’s project. We may be the final team members they encounter during their journey with us and we always want to ensure we leave them happy. We often come in during a time

of change or transition, which can understandably be a stressful time, so it’s especially important to me that our process runs as smoothly as possible. If there’s no punch list when we leave at the end of the day, I’ve reached my goal. When everything is taken care of while we’re on-site, fewer visits are needed which means less interruptions. To me,

it’s all about the client experience. Continental is extremely unique in that we have our own service department in-house. From an initial meeting with one of our sales executives to the installation of the product, you’re working with the same team. It’s rare to have this whole group together under one roof. To me, it’s a no-brainer to work with us. But I’ll admit, I might be a little biased!”

*Our associates matter to us. In short, they’re awesome! They make us who we are. Nick Swint is a Lead Installer here at Continental Office. As one of the last people our clients encounter during their workspace life cycle, his job is an important one. Nick shares what a day is like in his shoes as a member of our services team. You never know, you just might work with him on your next project!*



*The rise of concrete can’t be ignored. It’s at least a \$300 million industry today.*

# COOL AS CONCRETE

## LOOK

around. Whether you’re in a retail space or an office space, it’s everywhere. Concrete. Not like your sidewalk or garage, but beautiful polished or colored concrete.

Over the past decade, polished concrete has been slowly disrupting the commercial floors industry. Concrete usage in more non-traditional environments began as part of the green movement. Its long life cycle, neutral impact on indoor air quality, and positive impact on lighting costs due to its reflective properties, make concrete a poster product for sustainability. In addition, this high impact, light reflective, easy-to-clean solution:

- › **Extends the life of your floors**
- › **Keeps your floors looking clean**
- › **Meets and exceeds OSHA standards so your floors aren’t slippery**
- › **Requires low maintenance**

Concrete can be found in all sectors but primarily lives in corporate and retail environments, from the lobby entrance to back-of-house areas and beyond. It’s the basis of every

single floorcovering. Because of this, concrete can always be overlaid with another floorcovering at the end of its life, rather than head to a landfill. This earns it even more LEED points. In recent years, concrete floors and overlays have become more highly sought after. The design options for both are nearly endless, making them a prime fixture in both B2B and B2C environments. Anything from unique trowel-cut patterns to inserted brass or zinc strips can be found in concrete. Stains can be used to create a realistic wood or marble look. Colors can be added into the mix of a new pour for a wow-factor or pop in a space. Concrete can even be used on your walls! Who knew it was so customizable?

The rise of concrete can’t be ignored. It’s at least a \$300 million industry today. But, as with all things, there are some disadvantages to polished concrete such as poor acoustics, susceptibility to cracks, increased slip/fall hazards, and walking discomfort. There are lots of alternatives when it comes to achieving that concrete look – LVT, porcelain, laminate, and carpet are all capable of replicating it. However, nothing beats the real thing!



# A HOPE- FILLED SPACE: HOPEWELL WORKS

**At Hopewell, we have  
a bold mission:**

*End Isolation Through  
Shared Experiences.  
What does that mean?  
Hear us out.*

## THERE

has never been a time of greater prosperity, wealth, and connectedness in our society. Technology and mobility have enabled a proliferation of sharing and speed that few could have imagined. This change has also brought challenges and questions about how we work, interact, and live. Ben Sasse writes in his book, *Them: Why We Hate Each Other—and How to Heal*, “There is a growing consensus” that loneliness — not obesity, cancer, or heart disease — is the nation’s “number one health crisis.” Persistent loneliness reduces average longevity more than twice as much as heavy drinking and more than three times as much as obesity; both of which, can be effects of loneliness.

If the feeling and experience of loneliness is routine, they can become the norm and go unnoticed. This makes identifying isolation as the problem half the battle, before a solution can even become an option. Additionally, creating conversation and addressing the effects that our interactions and environments have on our well-being are more important than ever.



**BY: BRIAN ZEURCHER,  
FOUNDING PARTNER**  
*Hopewell Works*



## Better Together

The solution to minimize loneliness lies in the connectedness people feel when they are together. Hopewell is a *modern gathering space* that enables individuals to connect, work, and grow. Ultimately, Hopewell is a new concept but shares some characteristics of traditional models that serve specific, single-use purposes of bringing people together. Hopewell shares characteristics with wellness studios, coworking spaces, and social clubs without *being* any one of them.

As the professional model proceeds to shift toward flexibility of when, where, and how employees are working, the lines of work-life balance will continue to blur as the concept of work-life integration becomes the norm. Regardless of personal or professional purposes, gathering remains vital to eliminating loneliness and prioritizing connectedness. Hopewell provides stand-alone gathering locations and spaces for public and private organizations and communities. Hopewell's locations have both member and non-member experiences that include a cafe, private meeting spaces to accommodate small and large groups, as well as events and programming. For companies, universities, and municipalities, Hopewell offers a 'plug-n-play' option to quickly implement the Hopewell experience to an existing space and community.

## Personalization is Possible

Just as a marketer today faces the challenge of crafting a message that resonates with GenZers, Millennials, X'ers, and/or Boomers, employers face the challenge of evolving to meet the needs of different styles of work and productivity across generations.

Hopewell prioritizes the options of control, choice, and flexibility within its spaces. We pull pieces from coffee shop culture, university campuses, social clubs, and creative studios to provide the platform for finding the 'right' experience for any of our users. If we make the right tools available, users can maximize the flexible options to create the environment they need. The permission to adapt is explicit so that no one sees any part of the space as sacred.



We provide a 'plug-n-play' model so that an organization that is trying to test a concept can utilize Hopewell to pilot those experiences and cultural shifts into the company with a lower investment threshold.

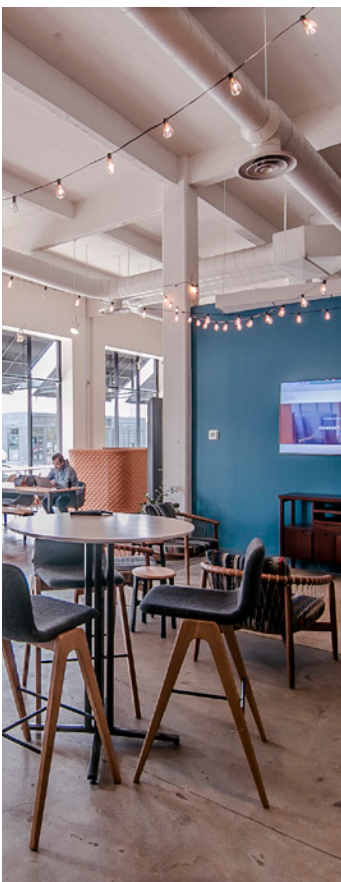
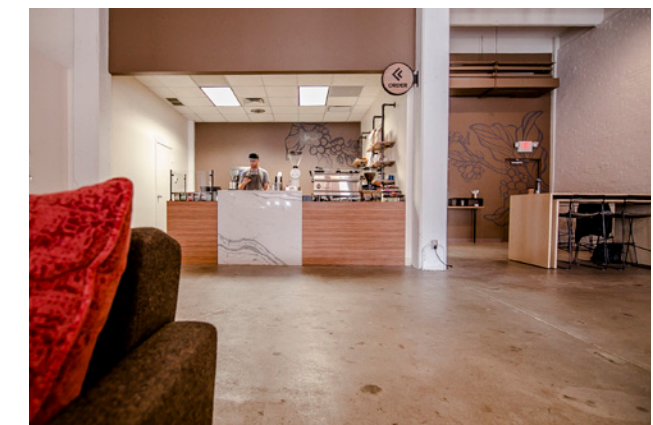
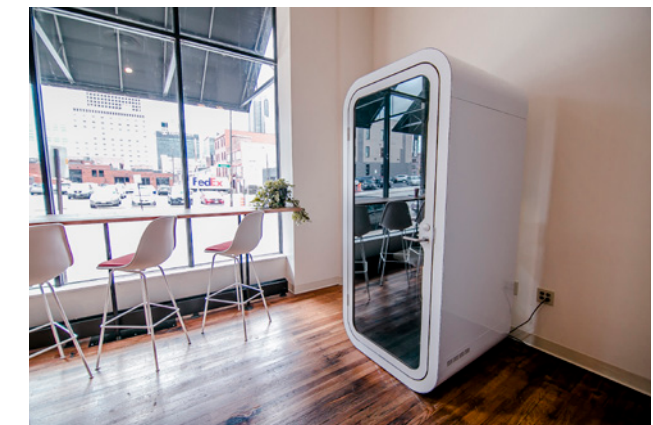
## PERSISTENT LONELINESS REDUCES AVERAGE LONGEVITY MORE THAN TWICE AS MUCH AS HEAVY DRINKING AND MORE THAN THREE TIMES AS MUCH AS OBESITY; BOTH OF WHICH, CAN BE EFFECTS OF LONELINESS.

### Essential Partners

To create the ideal Hopewell experience, space comfort, mobility, and flexibility all needed to be prioritized. To pull that off, a typical vendor-client relationship wasn't going to make the cut and that has been proven repeatedly as we continue to be beyond impressed with the work that the

Continental Office team has delivered. We have relied on them to implement the spirit of Hopewell through unique environmental branding, curate the best combination of Herman Miller products for us, and use their design and style expertise to bring it all together. The space transforms daily to meet the needs of everything from heads-down work of daily members to hosting 100+ person gatherings, so having the right pieces flex into the right places is critical to our success.

Work will only continue to transform and the environments and concepts tied to it need to, too. Our story is evolving with all of our partners and customers. We are leaning into the future with passion and enthusiasm for all that's ahead for us, and you.





# COMMUNITY CAN IN A CHANGING WORKPLACE, MAKE ALL OF THE DIFFERENCE



**BY: KENNY MCDONALD,**  
**PRESIDENT AND CEO**  
*Columbus 2020*

In today's economy, the world continues to shrink and the need for talent continues to expand. Companies are seeking every possible advantage to attract and retain talent in order to fuel growth and continue to innovate. The location of a company and the community in which employees live are often taken for granted and not fully leveraged.

We believe that the economic development community and workplace designers should work together to close this gap in the future. Community development professionals are a great source of information about what is happening within

your community, whether you are in a suburban business park or an area of the community being revitalized. Conversely, it is the community developer's role to better understand what type of workplace you are hoping to create, how your people travel to and from work, and what amenities might be most important to them in the immediate area.

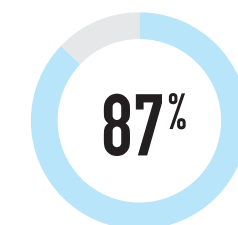
According to Gallup, 87% of the workforce is not fully engaged while at work. By giving them the option to be engaged with the community, we believe this may increase. While many companies promote community involvement

through philanthropic and charitable work, there are also possibilities for employees to be actively involved in their community by designing the built environment—the human-made space in which people live, work, and recreate on a day-to-day basis. In this way, employees can begin to see how their company is making a real difference as an employer and become engaged contributors to the tax base.

Finally, it is increasingly important to be located in communities who are open to all types of people and ideas in order to make the community better. There are measurements such

as the Municipal Equality Index to quantify how open to the LGBTQ community a place is (Columbus received a perfect rating of 100), and there are initiatives like Mayor Andrew Ginther's New American Leadership Academy in Columbus. These initiatives are not just about public policy, but about giving employers a host of options in which to recruit and retain the best talent. Quality communities that are open and consistently trying to improve give employers the most options and employees the best experience.

With a welcomed and engaged workforce, we can continue to grow beyond what we can currently only imagine. I encourage those within your company that are designing the workplace to contact their local economic development office and schedule a meeting to discuss what they want to accomplish and how the community can help them achieve their goals. It will be a welcome call.



*87% of the workforce  
is not fully engaged  
while at work.*



# MAKING THE MOST OF SPACE

WITH A  
SHRINKING  
OFFICE  
FOOTPRINT



**BY: RICH OLIVER, SVP SALES**  
*Continental Office*

THE

cost of real estate is rising substantially. Unsurprisingly, offices have become smaller and smaller. Workspaces need to be more efficient than ever before to make the best use of every square foot available. When it comes to outfitting your real estate with all the things it needs to become a great space, from furniture to flooring to technology, there are generally three tiers of workplace scenarios you have to choose from. These are your good, better, and best solutions.

Generally speaking, these three tiers are differentiated by price, but they can also differ based on warranties, ergonomics, finishes, and more. You can choose any old chair to sit in during the work day or you can choose the healthiest chair on the market – both will accomplish the same purpose but your comfort, productivity, and wellbeing could be vastly different as a result of which you choose. Figuring out your price point is the best place to start. Then you can begin to maximize your dollars.

**WORKSPACES NEED TO BE MORE  
EFFICIENT THAN EVER BEFORE TO  
MAKE THE BEST USE OF EVERY  
SQUARE FOOT AVAILABLE.**

**DOWNLOAD OUR GOOD, BETTER,  
BEST BROCHURE**

## GOOD

With your lower cost options you might get a more limited service warranty depending on the product. Environmental attributes can also vary significantly. Some products are made from a high percentage of recyclable pieces and parts while others aren't sustainable in any way. There's typically less flexibility and fewer finishes available, but some finishes are so good nowadays that they mimic higher-end materials at a fraction of the cost. The adjustability of furniture or adaptability of floors, walls, and branded elements might also differ when compared with a better or best solution.

## BETTER

When you prioritize your budget to include even better options, you open up the possibilities. We live in an age when people want flexibility. Adjustable chairs and tables, detachable walls, movable furniture, you name it. In fact, we surveyed over 260 employed individuals primarily in the Midwest and found that 87% of all associates want flexible settings in which to work and 71% desire fluidity in where they sit. It's important to remember you're not buying just a desk, but technology and a design that sets the tone for the kind of culture you'll have.

## BEST

The sky is the limit with your best options. This isn't to say your budget is limitless, but when you choose to outfit your space with the most functional, ergonomic, adaptable, and tech-forward products, you're investing in your people and your growth. Think about it – a chair becomes so much more when it provides proper support and adjustability. Not to mention, it sets up your workers for more productive days and a healthier lifestyle.

Of course, a hybrid of these options is possible too. You can allocate valuable square footage to unique settings, thereby providing a variety of areas to work in and options to choose from. Using more shared areas than dedicated ones can also make the office feel bigger, even if your workspace becomes smaller. We can walk you through your good, better, and best options. Let us show you the possibilities!



# BRANDING, DECONSTRUCTED



**BY: MATT FREEDMAN, SVP BRANDING**  
*Continental Office*

Every company has a brand. But the term “branding” can have various definitions depending on the context and setting. When an agency or company offers “branding” to its clients, it may be referring to only certain aspects of branding. Therefore, choosing a branding firm can be a bit complicated because firms tend to have varying offerings and ethos.

Branding can be broken down into two main parts: brand definition and brand experience. Historically, many agencies have focused on helping clients to define their brands. This often includes the visual identity elements that define your brand like your logo, color palette, graphic design elements, and typography. It also includes the verbal and strategic messaging components that speak to why you do what you do.

Recently, companies are becoming more cognizant of the importance of creating powerful and authentic branded experiences that resonate with their target internal and external audiences. These branded experiences can be as simple as your website, collateral, or any tangible tactics that you use in your marketing. But those tactics alone do not complete a well-rounded branded experience.

In today’s world, it has become table stakes to create a compelling branded environment and experience. In its simplest form, this is when you use your physical space to tell a story that engages your audiences. This type of project can be a major initiative. However, when a brand is already well-defined, it makes the process of creating a branded environment more turn-key. Turning a well-defined brand into an experience for your associates and guests is our sweet spot! We thrive on being able to effectively tell your story to target audiences through physical space.

Photos are of PACyber



It’s important to note that nothing is cookie-cutter about branding projects. Every client is unique. And every project for every client is unique. Even if a company has multiple locations they want to brand in a similar way, no two spaces are exactly the same. Each and every branding project requires its own dedicated strategy when it comes to design, fabrication, production, and installation.

The most common question we get asked by clients is, “How much does branding cost?” The answer isn’t simple because branding isn’t generally a tangible object with a per unit cost. Depending on the scope and objectives of the project, prices can range anywhere from a few thousand dollars to tens and hundreds of thousands of dollars. We take pride in helping clients define what they’re looking to achieve as well as the best approach to implement the most appropriate solution. By identifying clear goals, it’s easier to provide solutions that work within various budget parameters.



When it comes to a branding implementation, bigger isn’t always better. We often recommend that our clients move forward with fewer branded areas that each

deliver as much impact as possible, instead of applying the brand to every square inch of their space. This approach can help to provide a more memorable brand experience that isn’t diluted throughout a large space.

A common misconception is that you should put your logo or key phrases up on every wall of your office. That’s not a best practice. Oftentimes, branding involves taking the subtle aesthetic of a brand and infusing that into a space. By thoughtfully integrating the brand aesthetic into the overall interior design, clients should be able to achieve a solution that feels natural and appropriate for their space and corporate culture. A successful branded environment allows those in the space to gain a better understanding and appreciation of what the company’s brand stands for.

You won’t find a branding solution on a shelf or in a catalog. It’s a solution that incorporates a lot of design and in the case of our team, our solutions come from the unique collaboration of graphic designers and interior designers working together. We don’t look at branding projects solely through a branding lens, but a wider one that includes not just a company’s brand but their interior design, furniture, flooring, and how a branding solution can complement all of those things. This ensures clients receive a holistic solution every step of the way. It’s how the magic happens.





**Q: We've been hearing about Living Office for a few years – but it's not always clear – what is Living Office and what does it do?**

**A:** Living Office is a collection of insights and ongoing research that help organizations and their design partners create workplaces that grow in tandem with the unique needs of their people. If you think about it, in the 1960's, there was the corner office and rows of desks. Later in the 80's we saw standardized cubicles, and, in the 90's and early 2000's, we started seeing the advent of the open office. What people are starting to realize is ultimately it's not about a specific type of furniture or open or closed workspaces, it's about a move toward human-centric places. Regardless of industry, organizations are striving to meet rapidly changing expectations of how their people want to work.

In 1968, Herman Miller published *The Office: A Facility Based On Change*. In that early exploration of the future of work, author and workplace visionary Robert Propst surmised that an organization's behavior determined a unique structure that would not only allow it to grow, but also gracefully embrace change along the way. Think of an oak tree and a rose bush. Both are alive and growing in a similar way, but with very different end goals. That's what Living Office does. It helps create workplaces that adjust and grow with organizations to meet their very specific end needs.

**Joseph White** is the Director of Workplace Strategy, Design, & Management at Herman Miller



Creating spaces like this may seem daunting, but there is a lot of flexibility and freedom for putting these insights into action. Regardless of whether a new workplace is being created all at once or one setting at a time, the most imperative thing is to understand who is doing the work and why. In doing so, we can create workplaces custom-tailored to specific people. That means different companies with similar goals will have different solutions to achieve them.

**Q: Can you give an example?**

**A:** Absolutely. Consider two different companies, both want to stimulate innovation by promoting knowledge sharing within their organizations. The first company is an established construction firm with over \$1 billion in revenue and a staff with a broad range of tenure and age. The second is a consumer goods startup; they are much smaller with demographics that are more consistent in age and tenure. The first company needed a way to quickly transfer knowledge between staff with different levels of experience. In the construction industry there is a lot of tacit knowledge, learning through doing that requires time on the job. There are also new technologies that are rapidly changing the nature of that time on the job. A workplace approach that was anchored in specific types of settings helped them achieve their goal. A large, multi-use Forum setting allowed experienced team members to share best practices with large groups of newer recruits. While informal meeting spaces called Coves, directly adjacent to individual desk areas, allowed teams to discuss and learn about new technologies and processes in the moment.

That’s a different approach than the one taken by the startup where essentially, everyone was a new recruit. In that scenario the knowledge transfer was not between specific types of teammates, but between everyone. For their workplace, an approach rooted in circulation and connective space helped them achieve their goals. Encouraging individuals and teams to intermix was so important that 58% of the floor area was devoted to spaces designed to promote and support chance encounters.

**Q: What about the employee experience? What kind of outcomes are organizations seeing compared to a more traditional approach?**

**A:** The employee experience is paramount. The good, or ill will, generated as a result of a worker’s daily experience goes way beyond impacting daily tasks. A workplace that causes undue friction in the work experience can send an unintended message that employees and their time are not valued. Conversely, when that experience is good there are residual benefits beyond the improved daily work experience. Take employee engagement as an example. A recent Gallup study found that organizations where employees were more engaged had 17% higher productivity, 20% higher sales, and 21% higher profitability. That same study identified specific aspects of the work experience that impacted engagement. Places for private conversations, impromptu meetings, and the ease of moving throughout the workplace are a few examples. As part of our own research, we looked at those factors to see how workplaces planned with Living Office insights were measuring up. We saw improvement across the board when employees were asked if they agreed

that the new space allowed private conversation (from 45% before, 63% after), provided places for impromptu meetings (64% before, 89% after), and allowed for easy movement from setting to setting within the workplace (71% before, 91% after). These high marks show that the physical work environment can have a significant positive impact on the employee experience.

**Q: How does the employee experience affect the customer experience?**

**A:** Spaces should be purpose-built. Think of a gym, a library, a concert hall. These are all very purposeful, and there’s little doubt about why they are built and what happens there. Workplaces should follow this same paradigm. It goes back to the oak tree and rose bush example. Both are living organisms that need water, sunlight, and soil to grow, but their end result is very different so their environments are drastically different. All workplaces aren’t created equally. Each has their own set of goals and nuances that affect the overall layout of the space. In understanding our own cultures, ways of working, and most importantly, our people, we create spaces in which people know how to contribute. If we know how to contribute positively to our organizations’ goals, a better customer experience is a natural result. The freedom to choose and move around throughout the day comes with a higher level of responsibility for workers, but it ultimately translates into a culture that celebrates the freedom of ideas. These ideas create better customer experiences when we design to empower people to achieve their purpose.



**Q: Do the design elements in your space affect how people perceive and interact with your brand?**

**A:** Very much so. We feel before we think. That’s why, especially for organizations competing for top talent, it’s important to dial up your identity. A great example is CHS, a farmer-owned food and energy cooperative. Upon walking into their office, you’re greeted by giant sheets of steel engraved with the company’s tag line, “Farmer owned with global connections.” This gives you a sense of strength and stability. Large photo murals of family scenes, kids playing ball, and sweeping fields line their walls. Graphic panels in three dimensions help convey the major categories of their development process. These design elements tell stories about who CHS is, what they do, and why they do it. It conveys to any visitor or employee that this company is working with local farmers to build community. Bringing your brand and culture into your space helps you attract people both internally and externally, as well as provides a workspace that engages your senses and intellect. CHS has a variety of light-filled, low-walled settings where people can

easily engage with each other. All of these design elements combine with beautiful furnishings and views of the outdoors to bring a positive and motivating energy to the space and convey CHS’s brand identity. Your identity is so much more than your brand colors or putting your logo on a wall. It’s about telling people who you are so they get a sense of what’s being done and why it’s being done. It feels much more impactful that a sign or a logo.

**Q: What’s next?**

**A:** For many, investigating the future of work is like looking into a crystal ball in an attempt to design a “future-proof” workplace to house the future workforce. This approach is flawed for two reasons. One, to “proof” something means to make it resistant (e.g. rust-proof, water-proof, fire-proof). What long-term benefit can be gained by resisting the future? Two, the workplace should always follow and support the people, not the other way around. As technology advances and we learn more, the distance between the workplace and the people it’s intended to support will diminish, but the person should always come first.

For over 50 years, we’ve been studying the work experience in order to develop solutions to support that experience as it evolves. In that time, we’ve learned what makes each organization’s experience purposefully different and we’ve learned how to create workplaces uniquely suited to those experiences. Now we’re focused on how to make those experiences smart and adaptive. Building on our workplace knowledge and expertise we’re leveraging new sensing technologies and data analytics to help create workplaces that literally grow and adapt in time with the people they’re designed to support. There are exciting things to come, but if you want to create a more future-forward workplace begin by 1) ensuring that your work experience is purpose-driven, 2) leveraging research to ensure your workplace is providing the right support for the right people, and 3) identifying the right metrics to ensure you’re progressing toward your intended goals. The result will be a workplace that enhances both employee experience and business performance.



# LOOKING FOR AN IMMERSIVE SCIENCE EXPERIENCE?

# IT'S IN THE WORKS!



VISITORS GAIN  
A TANGIBLE  
UNDERSTANDING  
OF HOW THE

ALIGNMENT OF  
THE STARS IN  
THE SKY AND THE  
CYCLES OF THE  
MOON WORK, AND  
EXPERIENCE HOW  
ART HAS BEEN  
INFLUENCED BY  
THE STARS.

## THE

Works is an immersive science museum that engages audiences of all ages in historic Newark, Ohio. This center for history, art, and technology recently partnered with The Ohio State University at Newark to add the SciDome Planetarium to their existing facility, a complementary component to their already strong repertoire of STEM education programming. The addition created an opportunity for a captivating entrance exhibit that tells a visual story of celestial navigation. Upon entering the planetarium lobby, visitors now experience stunning graphics and experiential displays that weave together navigation, the stars, and the storied history of local

civilizations and cultures from prehistoric to modern times.

A large scaled-to-size mural of our solar system, artwork and imagery from various local artists, ancient artifacts like tools, maps, and compasses, and interactive elements together reveal how navigation has impacted society throughout history, in art and technology. Visitors gain a tangible understanding of how the alignment of the stars in the sky and the cycles of the moon work, and experience how art has been influenced by the stars. Local industry is also prominently featured in the exhibit, from local businesses involved in the manufacturing of space-

age equipment to one that helped with the glider plane that circumnavigated the world. And displays highlighting Ohio astronauts pays homage to the state's role in space exploration and navigation.

The SciDome facility and programming provides internship opportunities for Ohio State students and state-of-the-art visual learning tools for a variety of courses, including anatomy, physiology, biology, earth sciences, physics, and astronomy. It also serves as an experiential learning facility open to the public.



# DESIGNERS DISCUSSION

## TIMELESS DESIGNS

We're in the business of classic design. But designing a space that stands the test of time is no easy feat. We recently sat down with three of our seasoned designers to hear their insights on designing spaces for a longer shelf life.

It's important to first distinguish between a fad and a trend. Fads are fashions that come and go. They quickly become obsolete, lasting anywhere from one to five years. Trends never leave or they consistently come back around, again and again. Trends are timeless. Mid-century modern is perhaps the best example of design that has truly stood the test of time.

When designing environments built to last, it helps to take an eclectic approach by mixing classic and modern pieces together. Refined and tasteful designs can still incorporate fun, eye-catching, and innovative elements, but it's best practice to ensure that these elements are readily changeable. This includes things like environmental graphics, accessory items such as throw pillows, or fabrics and finishes that can be swapped with ease as fashions modify.

Keeping spaces more simple and straight-forward allows classic pieces to be showcased and shine. When you avoid putting too much into a

space thereby diluting it and don't try to make too much out of the space, it will tend to last much longer.

It's the job of designers to help companies see their own uniqueness and potential. Providing diverse and purposeful areas to work in that support the way people work is what good designers do well. And if they get the chance to add in some fun touches along the way, you'll really have a great space.

Watch our designers discuss timeless designs by clicking below.

▶ **WATCH THE ENTIRE DISCUSSION AT:**  
**[YOUTUBE.COM/CONTINENTALOFFICE](https://www.youtube.com/continentaloffice)**



## WHAT'S HAPPENING IN THE COMMERCIAL FLOORING WORLD?

**BY: GARRY RUICK, PRESIDENT,  
FLOORS & PREFAB CONSTRUCTION**

*Continental Office*

Things sure are changing in the world of commercial flooring. It used to be that you would walk into a corporate space and find some kind of stone or ceramic in the lobby, and carpet in most of the rest of the space. The carpet was likely roll carpet with one color/pattern in the corridors and a different color in the offices and work spaces. Healthcare spaces were full of sterile looking sheet vinyl and retail and education environments were largely done with economical VCT (vinyl composition tile).

Today it's all different (and a whole lot better looking). Polished concrete is as likely to show up in a corporate space today as it was in an industrial space years ago. Polished concrete now represents about 5% of commercial floor finishes in a space. Some people love the randomness of polishing an existing concrete slab. Others want a more uniform appearance or color. For those people, thin slab toppings are the answer. They provide uniformity and control over the look of sand, aggregate, and color.

Also rapidly taking up floor space, especially in the healthcare, retail, and education sectors, is LVT (luxury vinyl tile). This product category has gained popularity due to its superior maintenance properties and remarkable design/visuals that realistically look like wood, marble, concrete, fabric; you name it. The product has rapidly evolved in its construction and now has versions that are waterproof and more indentation resistant, as well as a new generation that's getting ready to come out which contains no vinyl and is

completely recyclable. LVT sales today represent almost 60% of resilient floor sales.

We're seeing some pretty extreme changes taking place with ceramic tile. Tile formats are getting very large. Whereas a standard tile size was once 12" x 12", today it's more like 24" x 24" and frequently goes up to 36" x 36". There's a growing popularity in thin porcelain panels installed in 60" x 120" panels. The popularity of ceramic has been driven by the ability to incorporate digital printing into the manufacturing process. This has led to tiles that look like wood, marble, or granite with realism that makes it hard to distinguish from the real thing.

But carpet is the product that has surrendered most market share to concrete, LVT, and ceramic. In the commercial industry, roll carpet

sales are shrinking rapidly. Today, carpet tile represents about 65% of commercial carpet sales. This is a flip from 10 years ago, when roll goods were 70% of the market. This takeover by carpet tile is partially a result of improved styling and design. Today's tile can be square, in skinny planks, rectangular, octagonal, or in large format. This allows for greater design flexibility and the ability to create limitless pattern layouts. The tiles have also become better constructed with low and tight yarn placement that leads to exceptional wear performance as well as more competitive price points.

Manufacturing technology is evolving at an incredible pace. This is going to keep flooring products changing at speeds we've never seen before. The question may as well be, what isn't happening in the world of floors today?





**WHY**

**WE**

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**TOLEDO**

LOCATED AT THE INTERSECTION OF AMERICA'S TWO MOST TRAVELED HIGHWAYS IS A CITY RIDDLED WITH HISTORY, CULTURE, ART, CULINARY DELIGHTS, AND SO MUCH MORE TO LOVE, INCLUDING OUR TOLEDO TEAM! THEY CREATE DYNAMIC SPACES AROUND THE CITY IN ALL SECTORS, FROM CORPORATE TO EDUCATIONAL TO HEALTHCARE ENVIRONMENTS. WE SURVEYED THEM TO LEARN MORE ABOUT THE CITY'S HIDDEN GEMS AND TO DISCOVER THEIR FAVORITE DESIGN TRENDS THAT ARE HAPPENING NOW IN THE PULSING CITY OF TOLEDO, OHIO.





I LOVE OUR ACCESS TO ARTS, MUSIC,  
AND CULTURE. TOLEDO IS A WELCOMING  
PLACE FOR CREATIVES, WITH PLENTY OF  
OPPORTUNITIES TO BE A SPECTATOR.

- SARA, PROJECT MANAGER

Why do you love Toledo?

There is always something to do for everyone – between baseball, hockey, the zoo, and special concerts or events you will always find things to do for ALL ages each and every weekend.

What’s your favorite design trend happening in Toledo today?

I love walking through the city and seeing all the renovations of the old buildings downtown.

What’s your go-to Toledo hot spot?

The Heights – great atmosphere and you capture the best view in the city! The Lobster Bites is a must to order on the menu!

- BRANDY, ACCOUNT SERVICES COORDINATOR

Why do you love Toledo?

Everything I love about a big city (restaurants, events, culture, etc.) without the traffic and high cost of living. Not to mention, the close proximity to Cleveland, Detroit, Chicago, Ann Arbor, Columbus...

What’s your favorite design trend happening in Toledo today?

From a commercial furniture perspective – acceptance of benching, open plan workstations has finally caught on. As a city – the downtown revitalization is very exciting. Lots of interest in redeveloping historic buildings to meet the high demand for downtown housing. More and more businesses are choosing to locate downtown to be part of the action.

What’s your go-to Toledo hot spot?

The Heights, Promenade Park concerts, The Attic, Wildwood Metropark – too many to choose just one!

- ALEX, DIRECTOR, SALES & BUSINESS OPERATIONS

Why do you love Toledo?

I love our access to arts, music, and culture. Toledo is a welcoming place for creatives, with plenty of opportunities to be a spectator. We have a well-developed park system and plenty of green spaces for outdoor activities.

What’s your favorite design trend happening in Toledo today?

The integration of native plants into public and conventional workspaces.

What’s your go-to Toledo hot spot?

Toledo Museum of Art, or a good dive bar.

- SARA, PROJECT MANAGER

Why do you love Toledo?

There’s so much going on! Between awesome restaurants opening, and all the festivals throughout the summer, there are always fun things happening.

What’s your favorite design trend happening in Toledo today?

The updating! I’ve only been here a short time, but there’s been so many changes happening with downtown.

What’s your go-to Toledo hot spot?

Balance Grill for lunch, Holy Toledo for drinks!

- JESSICA, DESIGNER

Why do you love Toledo?

Great city to raise a family.

What’s your favorite design trend happening in Toledo today?

Rehab of downtown buildings into housing and new businesses.

What’s your go-to Toledo hot spot?

Hensville.

- STEVE, PROJECT MANAGER

Why do you love Toledo?

Working downtown. I’ve always wanted to experience working in a city in a downtown location.

What’s your favorite design trend happening in Toledo today?

Overall, the revitalization of downtown. It’s been exciting to see the growth and change in just 4 years.

What’s your go-to Toledo hot spot?

Various local fairs and festivals.

- LIZ, SALES EXECUTIVE





### Why do you love Toledo?

Mostly the size of the city – I love that it can get pretty busy in certain areas, but you can easily “get away from it all” in quiet neighborhoods, or in one of the many parks that are just a short drive away.

### What’s your favorite design trend happening in Toledo today?

Toledo is going through a bit of a revival at the moment, so everything old is new. Our office is in the middle of downtown’s Warehouse District, which is where other businesses are taking advantage of the abandoned warehouses. It’s beautiful seeing spaces with old brick walls and high ceilings juxtaposed with modern contract furniture. \*swoon\*

### What’s your go-to Toledo hot spot?

One of the places that Toledo’s known for is its beautiful Glass Pavilion (pictures don’t do it justice) which is an entire building made out of curved panels of glass, which is part of the Toledo Museum of Art. There’s also a new rooftop lounge that’s right on the river called The Heights, if that’s more your speed. Oh and our Zoo is pretty great too!

– YASAMEEN, DESIGNER

# TOLEDO

## IN THE NICK OF TIME



BY: NICK MAGOTO, EVP DESIGN  
*Continental Office*

We’re not talking about virtual reality (VR) anymore; we’re doing it. It’s been fascinating for me to witness what a game-changer it is. It’s become an important part of our process and it really gives our clients an a-ha moment. But many out there still aren’t aware that we can develop an interior, create it, make changes on the fly, and let clients walk through the space with the help of VR.

So often, you look at a 2D floor plan but once it’s in a space it’s not quite what was expected. You’re dealing with a lot of different variables so even small differences can make a big impact. For example, the height of the ceiling can change a space even if the footprint is the same. VR allows you to understand exactly what you’re going to get. It takes the guesswork out of the question, “Will this work for everyone?”

VR provides that you don’t have the same questions about space as you once did. They’re more focused, because the rest is self-explanatory when you see the

space. You get a sneak peek experience of what’s to come. Many people come in to experience VR as it relates to the design of their space but it opens the conversation to other aspects, like prefab construction or environmental branding. It opens people’s eyes to the possibilities of what a space can become.

A common concern many clients have about their space is the cost to get things done. Labor shortage is a big issue in the construction industry today. It’s getting harder and harder to find people to do the work. VR can help control these costs. Even if you make changes, you can see how that will affect the price. You can essentially try before you buy. This is huge, because real estate is one of your biggest and greatest investments as a business.

Not everyone wants to put on the headset. It’s a totally unique experience, and it can be intimidating. But I’d encourage everyone to give it a try. VR puts you in control and allows you to create a new reality.



IT'S ALL ABOUT THE

## TAKING A CROSS-TEAM APPROACH WITH THE CUSTOMER AT THE HEART OF IT ALL MEANS ENLISTING THE SUPPORT OF TEAM MEMBERS ACROSS AN ORGANIZATION TO ENSURE A SUCCESSFUL CLIENT VISIT.

### EXPERIENCES HAVE BECOME THE FOCAL POINT FOR MANY ORGANIZATIONS.

The client experience (CX) can be defined as the complete set of interactions that a client has with a brand. The 2018 Digital Trends report, published by Econsultancy in partnership with Adobe, is based on the largest global survey of its kind, with almost 13,000 marketers and digital professionals taking part. This year, 19% of survey respondents (the highest amount) said that the single most exciting opportunity for their organization is optimizing the CX.

Over the past 35 years at Continental Office, I've watched first-hand as the client experience has evolved. 35 years ago, it was a big deal to have an actual showroom with a wide selection of

products on display. Clients could literally walk in and shop, often leaving with something tangible in hand that same day. Having a showroom is really a thing of the past for us now, at least in the traditional sense. Gone are the days of those large presentation boards! Today, clients are able to come in and actually see how we're utilizing our space and how we work. Furniture, fabric, fixtures, and finishes are presented in a digital application and we can pull up a screen to take them through a virtual reality experience. It's much more relatable, valuable, and personalized.

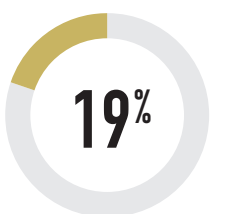
Expectations have shifted. Years ago when clients came to our showroom with a short timeline, their options were more limited (think "office in a box"). Today, there are many more quick ship options available, and for a customized space the options are absolutely endless. Although it can take a little longer to customize a space, it's worth the wait. Creativity in the design down to the very details

is what elevates the experience. Delivering personalized experiences in real time is a long-term priority for many companies, including ours.

Taking a cross-team approach with the customer at the heart of it all means enlisting the support of team members across an organization to ensure a successful client visit. When clients come to visit our space, we want them to feel at home. We value the opportunity to spend time with them and really understand who they are. We want them to get to know us too, and learn how they can leverage the expertise of each team member working on their project. It takes a village. The responsibility doesn't fall on one person, we all have our unique strengths that make us one unified team. We're intentional and purposeful in our preparation and our process, because we want our visitors to have the best experience possible.

From a capabilities standpoint to a logistics one, even down to the workplace itself and the cultural environment, the CX should be seamless. Think about the way you want to be treated when you visit a company and bring that to the table (pun not intended). The little touches make a big difference. It's about delighting clients every step of the way, even long after their project is complete.

**BY: KIM BODRICK,**  
**CLIENT EXPERIENCE MANAGER**  
Continental Office



*19% of survey respondents (the highest amount) said that the single most exciting opportunity for their organization is optimizing the CX.*



# 10 YEARS OF



2 0 0 8

CLICK  
TO  
PLAY

2 0 1 8



Our first pancake breakfast fundraiser



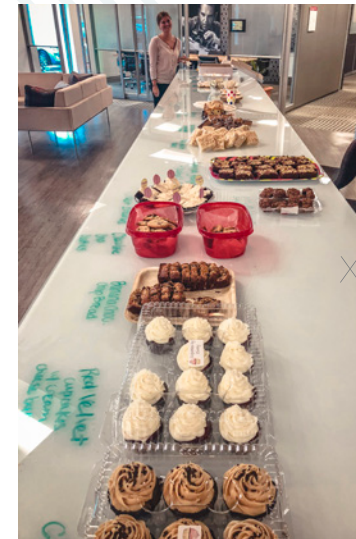
From one Peloton Captain to the next



Our Continental Office Peloton mantra: No excuses!



This fundraiser is a slam dunk (tank)



Our annual bake sale is a yummy way to support our riders



Our services team loading up our trucks during ride weekend

We've been a part of Pelotonia for a decade. Pelotonia is a grassroots organization that was founded in Columbus, Ohio to raise money for one supreme goal: to end cancer. Continental Office was one of its founding corporate members and pelotons (a "peloton" is a group of cyclists) 10 years ago. In fact, you can see our original jersey on display in Pelotonia's office. To date, we've ridden over 22,000 miles and raised over \$600,000 as an organization to help end cancer for good. **WATCH OUR VIDEO**



WE BELIEVE GREAT  
SPACES ONLY  
MATTER IF THEY  
WORK. TO US IT'S  
MORE THAN JUST  
A SPACE, IT'S LIFE.



# CONTINENTAL OFFICE

PROUD WORK ENVIRONMENT  
PARTNER OF THE COLUMBUS  
BLUE JACKETS

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!

Contact us today at: [continentaloffice.com/cbj](https://continentaloffice.com/cbj)







**Continental  
Office**