

# GREATSPACES | 2018

SPRING  
SUMMER

A publication by  
**Continental Office**

## VIRTUAL REALITY

*The future is already  
very much here.*







# Continental Office



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Spring / Summer 2018 | Great Spaces

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# AN INTRODUCTION

## A LETTER FROM OUR CEO

Behind every great space is a vision and a few great ideas. We love coming up with these creative ideas, sharing them, and changing the way our associates, clients, partners, and friends think and work. It's why we created Great Spaces.

Today, ideas are literally coming to life with the help of virtual reality. We're now utilizing this technology to alter the way we create spaces, expand our creativity through new dimensions, and share concepts with people who are considering a change to their existing work environment.

The world of healthcare is also changing dramatically. Healthcare professionals understand the importance of the holistic experience for patients, families, and care givers. They are building better (and smarter) by embracing prefab construction to design and construct various healing spaces.

In this issue, our clients and partners share their own perspective on the modern office that continues to shift at a rapid pace. A look inside Huntington's

new Gateway Center in Columbus, Ohio reveals how a cutting-edge office environment can meet the needs of a diverse and dynamic workforce.

The experience is important across all sectors. That's why we surveyed our communities to see how choice and flexibility in the workplace affects the associate experience, and our team answers your frequently asked questions about workspaces today.

There's never a dull moment when it comes to workplace environments. They not only shape who we are but the experiences that we have. In fact, we've always believed that it's so much more than just a great space. To us, it's life.

**IRA SHARFIN, CEO**  
Continental Office





# THE EXPERIENCE IS PARAMOUNT IN HEALTHCARE ENVIRONMENTS

Data shows that improving the hospital's design and construction build process greatly impacts the patient and care provider experience.

## THREE

of the largest areas impacting patient satisfaction scores as shown by the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) survey are: (1) design, (2) construction trends, and (3) the creation of flexible healthcare environments.

Data shows that improving

the hospital's design and construction build process greatly impacts the patient and care provider experience. Moreover, healthcare facilities need to take into account their entire facility lifecycle and plan for how that will need to adapt and change over time. It's not just about the building structure itself. In today's healthcare environment, every team member, whether directly or

indirectly involved with patient care, must collaborate and work together to provide the ultimate patient experience.

A patient's perception of the overall healthcare experience is closely tied to the quality of care received, cleanliness, safety, and communication. The physical environment is becoming more and more important to this overall experience, and the delivery of facilities services must evolve to keep

pace with patients' expectations. It's especially important since people often have a choice of where they go for their healthcare.

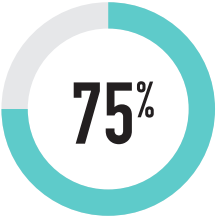
In fact, 75% of healthcare providers agree that improving facilities and physical design improves the patients' overall hospital experience. Patients have been shown to respond to the physical environment even citing it as causing the perception of better care. In fact, newly constructed facilities are perceived as having superior caregivers.

The correlation between a patient's view of overall design, construction materials, and branding and culture, has been shown to

positively impact patients. This includes:

- > **Better patient recovery times**
- > **Lower pain perception**
- > **More positive disposition**
- > **Lower stress levels**
- > **A greater ability to focus for visitors and practitioners**
- > **Decreased turnover of healthcare providers**

There's never been a better time to build better, and provide a better experience. Whether it's the need to improve patient care and perceptions, drive outcomes and cost reduction, or respond to regulatory requirements, the effectiveness of an organization's facilities management program plays a critical role in the ability to provide high quality, cost-effective patient care.



75% of healthcare providers agree that improving facilities and physical design improves the patients' overall hospital experience.

GET THE WHITE PAPER





# CREATING GREAT WORKSPACES

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**BY: MICHAEL SHARP, LEED AP**

*Continental Office*

Creating great spaces that work for associates is hard work in and of itself. What if you could take the guesswork out of it? What if you could find out what your associates need and how they work?

Many of our clients ask these same questions. To help them find out, we've partnered with Herman Miller's Performance Environments Team and developed a process, which our clients can use over and over again. It essentially tells you what's working and not working in your spaces. Instead of guessing, it's better to use this data to create spaces based on the true needs of the people who inhabit them.

It can be a long yet critical process to gather data on associate work habits and space utilization, especially in larger corporations. Understanding the outcomes of that research and using the data to inform long-term decisions and costly investments makes the entire process invaluable. In many cases, we go through a number of data and information collecting exercises. These can include visioning sessions, focus groups, surveys to understand individual's work processes, and observations of everything from sitting posture to walking/traffic patterns to storage needs, and much more.

We generally encounter some interesting findings and surprising aha moments. For example, in past exercises, we've found some departments really don't make a lot

of sense working next to one another so cross-functional teams were less effective. We've also discovered that many of our clients' meeting rooms are so large they're never occupied. This results in associates spending valuable time looking for appropriately sized meeting spaces. These informative findings are used to help us create great spaces.

After we review all of the findings, we'll compile them into one big report. Going forward, each time you want to renovate or build a new space, you can simply implement this process again. It's replicable and scalable, and can be used as a checklist. It allows for a look at data previously collected to see if it's still accurate. If it's not, findings can be updated through a process guide we've created; it really serves as a foundation for the years to come. This living, breathing document can be kept simple or it can be elevated. It will inevitably evolve, but only time will tell how.

By doing your homework upfront, it's easier to create spaces the right way. Instead of making a large investment (building new buildings or purchasing new furniture) that might not work for your associates, taking the time to understand how to make spaces purposeful and intentional will save you time and dollars.

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# Q + A

## WITH SUE ZAZON

*Sue Zazon is Huntington Bank's regional president for all of Central Ohio.*

### IT'S

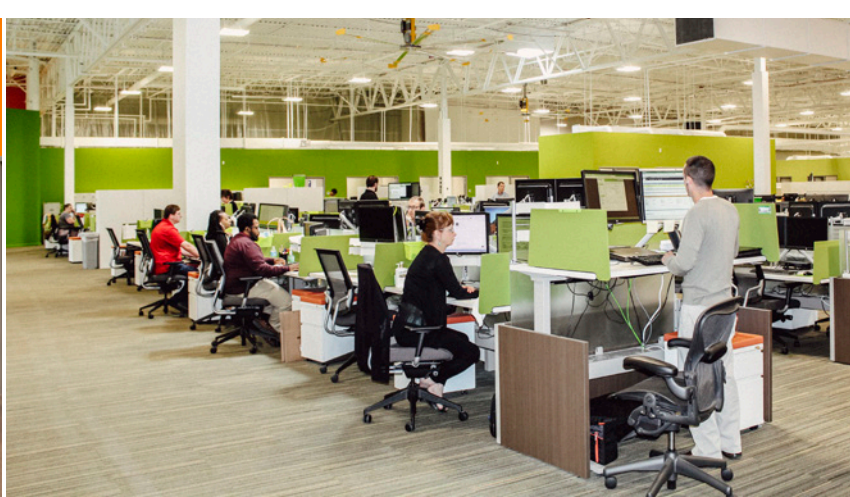
been more than 150 years since Huntington Bank was founded in Columbus.

communities, including in Columbus. Its latest investment is a recently opened 210,000-square-foot facility in the Northland area.

Since then, it's grown into one of the largest and most respected banks in the Midwest, with \$104 billion in assets and a network of 966 branches and 1,848 ATMs across eight states.

The Gateway Center is an adaptive reuse of the former Northland Plaza Meijer store that Huntington converted into a \$35 million state-of-the-art office facility in less than a year. It currently houses 1,300 Huntington employees and has the capacity to hold an additional 300.

Thanks to its growth, Huntington has been able to continuously invest in





**Q: Huntington converted a grocery store into an operations facility. That's a big undertaking, tell us more about that.**

**A:** We have a strong partnership with Meijer with almost 100 Huntington branches inside their stores. It was just a matter of time before we came to inhabit an entire store! The large open design of a Meijer store is exactly what we were looking for, and our corporate real estate team and supplier partners worked diligently to bring together an incredible vision for the use of this space.

**Q: What is the vision for the space?**

**A:** In bringing our Gateway campus together, we sought to revolutionize the way our colleagues work together by providing an open and

collaborative environment. Community is the predominant theme throughout the facility. Our corporate real estate and marketing teams vibrantly captured the theme throughout the center's design and environment.

This is important to us because our company was founded in Central Ohio more than 150 years ago, and we wanted to pay tribute to our roots. We specifically highlighted neighborhoods, like Northland, that are going through urban renewal. The murals are a visual reminder of our commitment to make communities stronger. They also function as wayfinding points throughout the building. For example, a group of colleagues can meet at "Old Towne East" for a brainstorming session or "Merion Village" to review an annual report.

**Q: The building is set up for colleagues to leave their desks. Why is that important?**

**A:** We are a company with a one-word tagline: welcome. People have different work and learning styles, and that's why our facilities team created a versatile environment that provides flexibility, comfort, and convenience throughout the entire building. The sit-to-stand desks allow colleagues to adjust their area to what feels most comfortable to them.

And with 159 conference and huddle rooms, all equipped with digital signage and monitors, colleagues can collaborate with convenience. The follow-me print technology will send documents to the printer nearest to a person's location in the building - no need to walk all the way back to your desk.

Our purpose is to makes lives better. That's why we care about small details that result in a highly functioning, fun office environment where our colleagues look forward to coming to work and where they feel welcome.

**Q: What are some of the other features at Gateway that make it a great place to work?**

**A:** Our purpose is to make people's lives better, and we do this by looking out for each other. Our wellness manager is doing just that by looking out for our health. In partnership with OhioHealth, our Gateway Center offers Huntington employees access to an on-site wellness center staffed with experienced clinicians, as well as a full-service fitness center with group fitness classes, personal training, physical massage therapy, indoor/outdoor workout space, a full-sized basketball court and an outdoor walking path. And there's more. Our facilities team wanted to create a place that includes amenities that feel like home. That's why Gateway offers a cafeteria with indoor/ outdoor dining, two 24/7 self-service mini markets, and a Starbucks. The building also features mediation rooms, mother's rooms, and dry cleaning pickup. I don't have all of these amenities at my house, but I wish I did!

**Q: The inside of the building is definitely unique but let's turn to the exterior. What was the inspiration behind the solar trees?**

**A:** Environmental and social stewardship are critical elements in the business decisions that we make on a daily basis. That's one of the reasons we remodeled an existing structure instead of building a new facility. We implemented the reuse part of the "reduce, reuse, recycle," mantra.

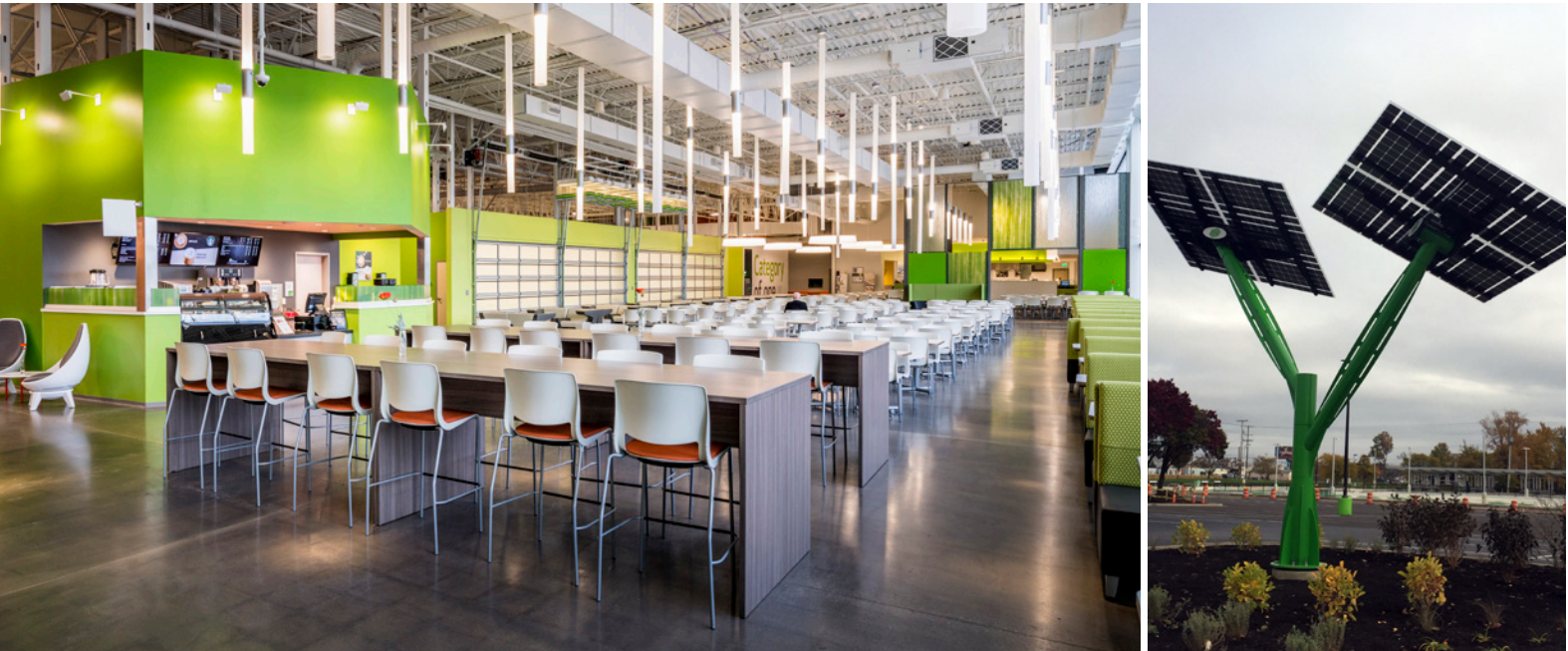
## AT HUNTINGTON, WE BELIEVE IN GIVING BACK TO, AND INVESTING IN, OUR LOCAL COMMUNITIES.

As for the solar trees, our sustainability director led the efforts to install them along with the electric vehicle charging stations. People ask about the solar trees all the time and because they do, we can start a conversation about our sustainability efforts that aren't as easily seen, like solar panels on the roof. We've also implemented daylight harvesting technology throughout the building so that the lights will automatically dim on sunny days. Active skylights track the position of the sun and adjust to angle in natural light; it's amazing.

**Q: What else do you want our readers to know about the Gateway Center?**

**A:** At Huntington, we believe in giving back to, and investing in, our local communities. It's at the heart of everything we do, and a hallmark of our brand. Revitalization of the Linden and Northland corridor, in part through construction of this campus, is one of many important public/private partnerships we're very proud to be engaged in with the city of Columbus.

Our communities are made stronger when we all work together. Developing this site and creating a new employment center were collaborative efforts with JobsOhio, Columbus2020, and City of Columbus Development Department. We are passionate about doing our part and grateful for the opportunity.





# GETTING THE FACTS STRAIGHT ON ERGONOMICS

*Ergonomics means “fitting the job to the worker.”*

## THE

science and practice of designing jobs and workplaces to closely match the capabilities and limitations of the human body, is ergonomics. It helps to decrease muscle fatigue and discomfort, increase quality of work and life, and, perhaps most importantly, reduce the number and severity of injuries.

Injuries resulting from poor ergonomics in the workplace are often preventable. Not to mention, these injuries are costly. They account for 34% of all lost workday injuries and illnesses and account for \$15-\$20 billion in workers' compensation costs. Nearly 600,000 injuries requiring time away from work are reported every year. On average, it takes workers 28 days to recover from carpal tunnel syndrome – longer than is required to recover from an amputation!

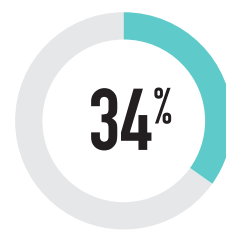
Common workplace injuries affect soft tissue in the muscles, tendons, ligaments, joints, blood vessels, and nerves. They're caused by things like heavy lifting, working in postures that

are too high or too low, and repetitive motions, to name a few. Even incorrect hand placement while using a mouse or keyboard can pose a potential ergonomic issue. It's not all doom and gloom, however, as there are alternatives to every activity to create a healthier way to work.

Alternatives to lifting items can include using carts or other mechanical assistance. Storing heavy items in locations that do not require bending or reaching also helps. In the case of work that's too low (work that is hard on the knees or back) or too high (work that occurs at or above shoulder height) you can use sit-to-stand desks and height adjustable chairs. You can reduce repetitive motions, or the repetition of the same motion every few seconds for more than two hours a day, by spreading repetitive work out during the day and taking stretch pauses.

Overall, general principles of ergonomics indicate that working in a neutral position and at a proper heights, reducing excessive force and motions, and moving, exercising, and stretching at work regularly

are best. Adjust your work area to fit your body and tasks and remember to switch positions and tasks often. Reporting any symptoms of injuries early is important and can help reduce or eliminate more severe injuries that may occur. By putting ergonomic changes into place, you can radically improve your work day and quality of life.



*34% of all lost workday injuries and illnesses are attributed to poor ergonomics and account for \$15-\$20 billion in workers' compensation costs.*



## 5 QUICK TIPS ON IMPROVING POSTURE

- 1 > Feet remain flat and on the floor
- 2 > Knees bent at around 90 degrees
- 3 > Elbows kept at about 90 degrees
- 4 > Shoulders relaxed not raised
- 5 > Eyes kept looking straight



## DESIGNERS DISCUSSION



Our most recent designers discussion focused on the infusion of nature into office environments. We wanted to know why biophilic design, which centers around bringing the outside indoors, is a rising trend in the workplace and how keeping healthy at work impacts performance and drives productivity.

What are some benefits to integrating nature or natural elements, materials, and patterns into design? Why is natural light so important in a space? How can any company bring the outdoors in, regardless of budget? These questions and more are what our designers are talking about and navigating in workspaces today.

Besides more natural elements like plants and hardwood floors, our designers mentioned a lot of things found in an office that you might not find naturally, but still make you feel like you're outside. Things like carpet or strings of lights can mimic patterns and colors found in nature or can be found outdoors, such as on a patio. Additionally, these things are not only reminders

of the outdoors but of home, which also helps to connect people to a space.

When budgets are tight, our designers agreed there are lots of options for bringing nature into a space. Even something like reconfiguration can help to unblock windows or bring in as much natural light as physically possible. Or you can organically create pathways in a space that are based on nature. Products that mimic natural elements, known as biomimicry, can look practically natural and usually come at lower price points.

Breaking down the boundaries imposed by a typically unnatural interior environment can open up the possibilities to experiment with unique shapes and styles, and can soften up spaces. It allows you to provide different experiences and reconnect from the inside out.

[WATCH THE ENTIRE DISCUSSION HERE](#)



# FLEXIBLE SPACE & CHOICES IN THE MODERN WORKPLACE



WITH

lower unemployment rates across the US, the race for talent is getting more and more competitive. In fact, the Bureau of Labor Statistics predicts the unemployment rate will continue to decline to 4-5% by 2020. The latest data suggests healthcare will grow the fastest (5.7 million jobs) closely followed by professional and technical occupations

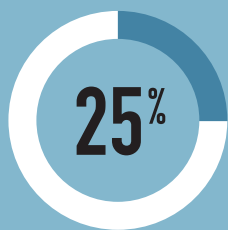
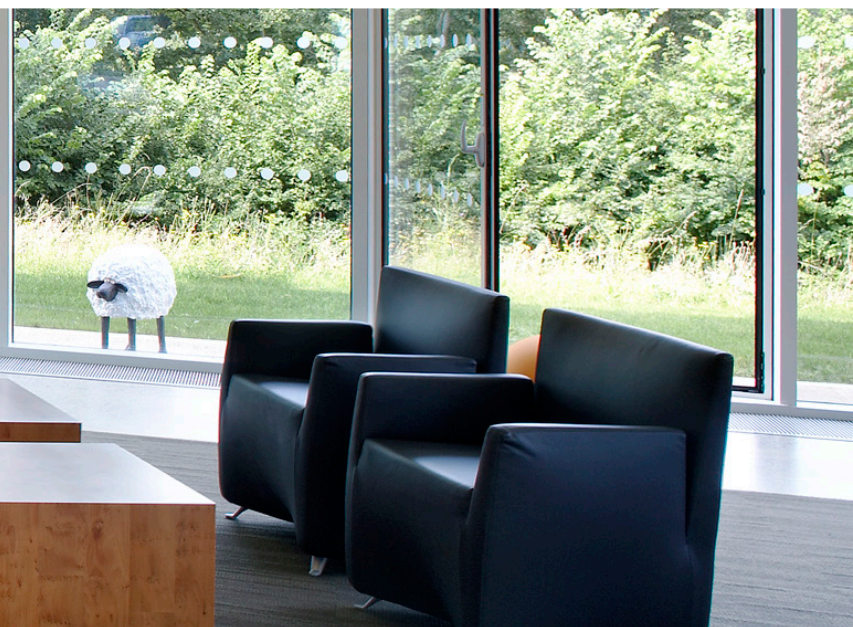
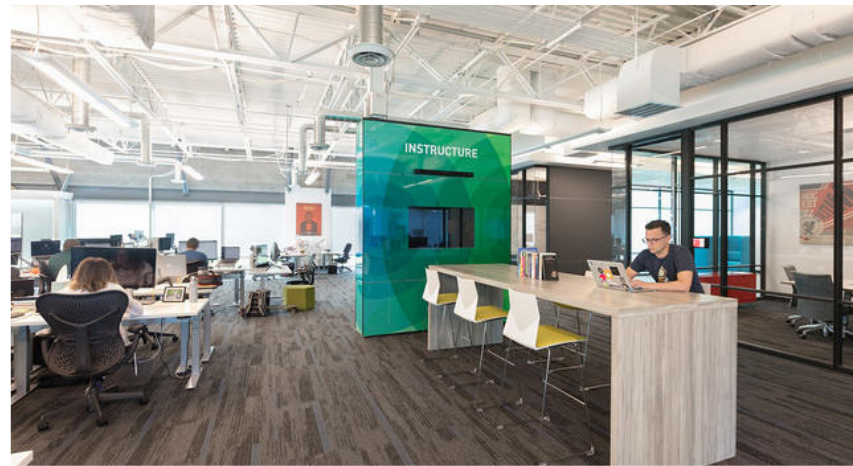
(2.1 million jobs). New jobs combined with less people looking for jobs is only going to make it more difficult to find and keep good talent. People and real estate are a business's most expensive investments. That's why it's more critical than ever that we're investing in both in the right way.

More and more, we're seeing a powerful correlation between innovative workplace design

and the overall employee experience. In fact, we've found there are three resources available to attract people and keep them there: (1) role/job description, (2) compensation, and (3) workplace design and culture.

In reality, most companies tend to only rely on the role/job description and the compensation. However, more organizations are beginning to realize the importance of





Nearly one-fourth of today's workforce said their physical workplace affects their decision to stay or leave an organization.

workplace design and how it can impact their bottom line both in terms of revenue and keeping great talent.

We recently conducted a study where we surveyed 262 currently employed respondents in the Midwest and Northeast/Mid-Atlantic regions. It sheds light on what associates want in today's tough talent market and explores how the physical space impacts a person's

decision to stay or leave an organization, not to mention their overall happiness. As we looked through the data obtained, we noticed a startling statistic. Nearly one-fourth of today's workforce said their physical workplace affects their decision to stay or leave an organization.

This number was higher for Associates and Managers than it was for Sr. Management and/or the C-Suite. However,

if nearly a quarter of your employees are prepared to leave because they dislike your workspace, it could be quite costly in terms of dollars and talent.

Also, when asked how the physical workspace affected their overall happiness with one being not at all and ten being the most impactful, the average response was eight out of ten.

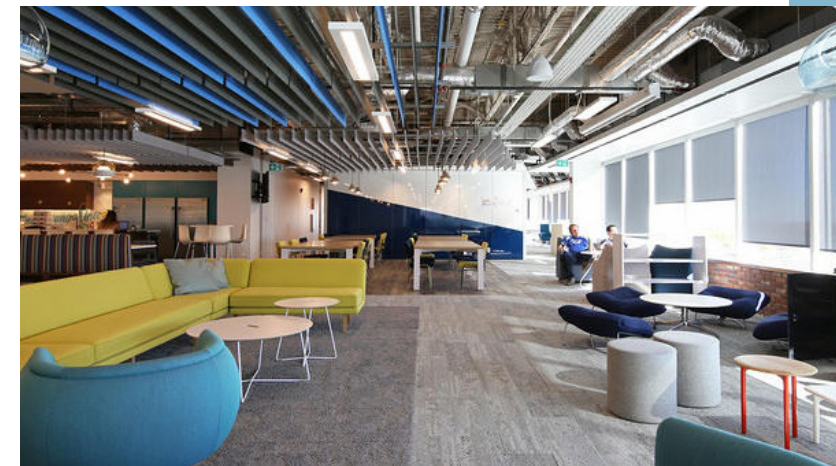
The study also reveals many key findings that can help inform how we evolve our current spaces and build new ones. We found the top four things associates want are:

- > **The right technology**
- > **Better communication**
- > **A healthy workplace**
- > **Flexible settings**

Technology, communication, and a healthy workplace were pretty expected answers, but what may be surprising to some is the overwhelming expectation that organizations should provide flexible settings. It's evidence of a changing workforce with an expanding mindset of what the workplace should be. In fact, a whopping 87% of respondents said having workspace flexibility is very important or important. A mere less than 1% found it not important at all.

Flexibility was defined as having multiple settings like private spaces, common areas, and collaborative areas among others. People consistently stated they needed flexible settings and options to perform the work they needed to do. And this sentiment was expressed across all levels from Associates and Managers all the way up to the C-Suite.

In addition, nearly three-fourths of respondents said they desire a choice in



where they sit and move throughout the day. This was especially prevalent among the Associates and Managers. However, only 55% of C-Level respondents agreed. It suggests a need for more open dialogue between senior leaders and associates so everyone can better understand how different groups are working throughout the day.

We also found that the architect and design community supports the need for flexible spaces and choice in where to sit. They also stated ergonomic furniture to be very important and placed a high value on spaces that communicate culture and a sense of belonging.

Overwhelmingly, our study results support the need for choice and flexible workspaces. In fact, providing a flexible work environment may be one of the easiest solutions we can implement to start achieving better engagement, productivity, and most importantly, improving your associate experience.

[DOWNLOAD THE FULL REPORT HERE](#)



# EXPERIENCING IS BELIEVING

## THE INCREDIBLE NEW WORLD OF VIRTUAL REALITY

*What once was  
a gamer's dream  
has become a  
business's reality.*

*Virtual reality isn't the future.  
It's already very much here.*

With the rapid advancement of technology, it will only continue to get better and better with time, and will one day become the standard for things we can't yet begin to imagine. What was perhaps once thought about as a gamer's dream is now a business's reality. VR is changing the world of work and inspiring and improving the process of creating great spaces. In the world of design, VR allows everyone to get on the same page and visualize what spaces can become.

Perhaps one of the largest benefits of VR is that it saves the end user lots of time and reduces costs. It can sometimes be hard to visualize what a space will look like. With VR you get a sneak-peek of what's to come, because you can virtually walk around and experience how the space will feel. By gaining a holistic view of a space with materials, finishes, textures, colors, lighting, and even shadows in place, end users can easily see where changes need to be made before these things are created in the physical space itself. You can also dig deeper into possibilities and push the creative limits that much further. It's truly revolutionary!

The addition of accessories like hand-held joy sticks and extra screens or monitors make for an even more interactive experience. It's easy to move around between areas in a space or rooms in a building.



You can even exit the building and walk down the street. The sky is the limit when it comes to VR, where even outer space can be explored. It provides the ability to look at the bigger

**WITH VR YOU GET A SNEAK-PEEK OF WHAT'S TO COME, BECAUSE YOU CAN VIRTUALLY WALK AROUND AND EXPERIENCE HOW THE SPACE WILL FEEL.**

picture, to see how things can work together and spark new ideas, questions, and ways of thinking about what could be. It gives food for thought and ensures you're heading in the right direction – or lets you know if you need to re-evaluate. The bottom line is that it makes you think differently.

Experiencing is believing when it comes to VR, but the next best thing is understanding what your options are and how they'll work. Here are a few of the VR applications we use when creating great spaces for our clients.

## ICEREALITY

DIRTT, which stands for Doing It Right This Time, is a prefab interiors company and our valued partner. With their unique approach to VR known as ICereality, construction will never be the same again. ICereality allows building owners and tenants to overlay their virtual design on top of the physical real estate they're moving into. They even take it a step further with mixed reality, which shows the real world in addition to the world that's being designed. ICE software allows the space to be modified while staying apprised of price, physical constraints, and schedule requirements. It can save you time and money upfront, offering an unparalleled experience that melts away uncertainty, something so prevalent in the construction experience.

### Features:

- > *Every detail is in the space, down to your morning cup of coffee*
- > *Everything is scaled to size and all of the furniture is at exact dimensions allowing you to see if you need to move around the configuration or make any other changes*
- > *Uses two screens, one for VR and the second for a layout, drawing, or rendering of the space, as well as hand-held devices for ease of movement around the space*
- > *It's interactive – you can peek around a corner, walk down a hallway, or "sit down" in a chair*
- > *Can exit a space and see the building's surroundings*

## YULIO

Yulio makes VR for architecture and design simple. It converts CAD models and 360 degree photos into immersive experiences that feel as real as being there. It's a solution that brings places and spaces to life.

### Features:

- > *Ability to invite anyone into a space, to discuss designs on the spot*
- > *Unique shareable links to collaborate on any design changes*
- > *The ability to assess what will or won't resonate with real-life visitors to a space - before it's even built - with the help of analytics tools*

## CET DESIGNER

Alongside Herman Miller we've aligned with CET Designer, a software solution for space planning and the configuration of products. From idea to reality, we can design, specify, and present to clients with this interactive technology.

### Features:

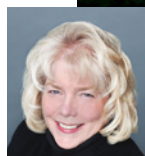
- > *Can upload 3D floor plan models of a space and convert them into a VR experience*
- > *2D drawings are a starting point that can be built upon within the program*
- > *Allows you to drop in furniture and accessories for a realistic view of a space*

**VIRTUAL REALITY OFFERS A MOVEMENT-FOCUSED AND HIGHLY INTERACTIVE EXPERIENCE. YOU DON'T NEED TO HAVE ACCESS TO A VIRTUAL REALITY HEADSET – EVEN A CELL PHONE CAN WALK YOU THROUGH A SPACE WITH AUGMENTED REALITY. IT'S NOT JUST COOL, IT IMPACTS THE BOTTOM LINE. AND IT'S NOT A TREND OR FAD THAT'S GOING AWAY ANYTIME SOON. VR IS THE HERE AND NOW, AND IT'S CHANGING OUR REALITY AS WE KNOW IT.**

**WATCH THE VR VIDEO HERE**



# CREATING COMMUNITY CONNECTIONS **IS A WORK OF ART**



**BY: NANNETTE V. MACIEJUNES, EXECUTIVE DIRECTOR**  
*Columbus Museum of Art*



## WHEN

we were designing our Margaret M. Walter Wing, which opened in October 2015, we were fueled by all these ideals. We knew our architecture must inspire, connect, and reflect Columbus' vibrant cultural community. We knew we needed a larger, livelier, and more experiential space to highlight our collection that also created new opportunities for shared memories and engagement. By leveraging the power of architecture to shape the visitor experience, our mission-centered design was driven by possibilities; the architecture is shaped by interactions, reflected from the inside out.

The possibilities for creativity and visitor engagement at CMA throughout are endless. However, in our JPMorgan Chase Center for Creativity, we dedicate 18,000 square feet specifically to creativity. The Center is a catalyst, a jumping-off point for individuals and groups to discover their unique connections to creativity. The space provides myriad experiences that engage visitors with art and with each other, model the creative process, highlight creativity in action, and underscore the importance of creativity in our community.

In our Big Idea Gallery in the JPMorgan Chase Center for Creativity we create annual

exhibitions with different themes or "big ideas" for curious learners of all ages to discover, experiment, play, and imagine. Recently, we featured an exhibition called MOTION, which brings together a variety of works in the CMA collection that depict movement. A painting by Claude Monet captures the rush of wind through trees. A Harold Edgerton photograph freezes the blast of a bullet through a banana. A mobile by Alexander

Calder spins with a gust of air. While in MOTION, people can work together to build a mobile, draw a moving image, or join in the body movement challenge and post it to social media.

In November 2017, we debuted a new Wonder Room in our JPMorgan Chase Center for Creativity. Opened in January 2011 in the heart of the Center, the experimental Wonder Room gallery was thoughtfully designed to stimulate visitor curiosity and creative thinking. This gallery is unique in several ways and is reimagined and refreshed every three to five years. Works of art are displayed in unexpected and unorthodox juxtapositions. Custom, hands-on activities are featured prominently near great works.



Signs and seating encourage visitors to think about art by looking, talking, and making together. The new version of the Wonder Room showcases CMA's rich collection of textile arts including Turkish prayer rugs, Native American weavings, and contemporary works. Artists Jeila Gueramian, Kelli Martin, Susie Underwood, and Zepher Potrafka were commissioned to create textile-based works and related hands-on activities for the gallery.

From ceremonial garments to decorative silk fans to functional bed covers, textile objects play a significant role in people's lives. The new Wonder Room will shine a light on the diverse nature of fiber arts and their importance to our communities and culture.

In January of this year, we celebrated our fourth annual Wonderball. Each year this imaginative evening features DJs, live music, bites from Columbus' best eateries, artisan cocktails, creative experiences, artist performances, and more. More than 1,500 guests supported a vibrant arts community at the Museum and through Central Ohio while raising more than \$180,000.

In March 2018, CMA opened a new exhibition in our JPMorgan Chase Center for Creativity Open Gallery called the Force of Fandom, which will be on view through August of this year. This exhibition celebrates the ways the world's most famous galaxy-spanning odyssey inspires creativity. From original works by official illustrators to funny and weird bootleg action figures, the works in this exhibition demonstrate how the media franchise from far, far away has influenced generations of fans and creators.

Creativity is also a focus in our galleries. In the permanent collection galleries and in special exhibition galleries, CMA creates what we call connectors. A connector is anything that helps people

connect with art that is not the art itself. A text panel or a bench can both be connectors. In addition, CMA uses connectors to experiment with interpretation: a board in a gallery with a question and Post-it notes encourages visitors to start or join a conversation, a puzzle in a gallery encourages visitors to look more closely at works of art, and a twist-tie building station encourages visitors to activate creative thinking and doing.

CMA infuses creativity into everything we do for our visitors in our spaces, our programs, our initiatives, and our events. By fostering and nurturing creativity, we can all contribute to the vitality of our cultural sector and the creative engagement of our communities.

*The mission of the Columbus Museum of Art (CMA) is to create great experiences with great art for everyone. Every day, we strive to connect people and art through exhibitions, collections, and engaged learning. One of the values that guides how we connect people and art is our commitment to celebrating, championing, and cultivating creativity.*



# DON'T LEARN SAFETY RULES BY ACCIDENT

BY: CINDY EASTEP, OPERATIONS AND SAFETY ADMINISTRATOR  
Continental Office

The implementation of workplace safety measures is often reactionary. If someone slips or falls, a company might begin to consider different flooring options. If a shelf or desk topples over, a conversation about proper spacing and weight distribution might be initiated. But for those companies with ample years of experience handling safety precautions, these are things that are thought about long before a design goes into place. The Bureau of Labor Statistics recently reported that there were approximately 2.9 million nonfatal workplace injuries and illnesses in 2016. Here are some ways to better approach safety in the workplace.

**Awareness is key.** You cannot guarantee safety. You can, however, guarantee safety awareness. It's up to every company to determine their safety policies and procedures, as well as who is responsible for what. This goes for everything from evacuations to snow removal. Communicating these protocols to all associates is the next step. Each associate should go through the same safety training and routinely be made aware of any new changes.

**Ergonomics is essential.** It might seem like ergonomic keyboards, monitor arms, and personal lighting are luxuries, but the fact is they're necessities. Health problems that arise from poor workplace ergonomics, known as musculoskeletal disorders (MSDs), are an enormous cost factor. According to the Bureau of Labor Statistics, work related MSDs account for 33% of all worker injury and illness cases. In fact, MSDs are the most frequently reported causes of lost or restricted work time. Eye strain, neck or back pain, and carpal tunnel syndrome can all be avoided with the right furniture and accessories.

**Branding should be part of the conversation.** Standard safety communications and signage can be purchased for the workplace, but they often don't fit the look and feel of an environment. This can be easily solved with customized signage that speaks

to your space and culture. Branding your safety communications is an excellent way to disseminate important information, while keeping your workspace aesthetically cohesive.

**It starts from the top down.** If the decision makers of a company understand the implications and impacts of safety measures, you're headed in the right direction – but it doesn't stop there! Across the board, associates have to want it too. Safety is the responsibility of each team member and all hands must be on deck to minimize or eliminate accidents.

**Safety first, always.** The safest option is not always the cheapest option, but it's always the best option! Short-term savings that sacrifice safety can have long-term repercussions. It's much more expensive to react. Reducing or eliminating safety concerns before they have the chance to manifest into problems is always the best policy.

**If you can think it up, it can happen.** Safety is a serious topic and should be given serious consideration. It doesn't matter the type of business nor the size nor the location – if you want to ensure better safety in the workplace everyone has to proactively make it a top priority.



# IN THE NICK OF TIME



**BY: NICK MAGOTO, EVP DESIGN**

*Continental Office*

## THE

concept of “work-life balance” is changing. We used to think of it as simply making sure we spent as much time doing things outside of work, called “life”, as

we did at work. However, the concept is now shifting to incorporate “life” as part of your work day. That’s not a bad thing. Let me explain. Workplace environments today are trending toward designing places and spaces that facilitate positive associate and client experiences, and blending fun into the environment itself to help foster productivity and creativity at work.

Take for example the addition of things like beer taps, meditation rooms, and outdoor patios to offices. While these areas are utilized after work hours and on weekends, I’m seeing more of their use during the work day as a means for spontaneous interactions or a creative outlet. Social time takes away some of the stress a day at work can create, and allows us to recharge our batteries for the next task at hand. Much like changing where we sit throughout the day can

provide us with a change of pace and a new perspective, so too can a space dedicated to a little bit of downtime enhance our health and wellbeing.

In addition to engaging and energizing current associates, the addition of recreational spaces in a cutting-edge office environment can draw new employees to your company or bring in new business. When employees feel comfortable at work – a sense of comradery with their coworkers and that their employers care about them – they’ll produce their best work and be the best version of themselves. And when clients feel comfortable, working with you will be like a breath of fresh air.

Spaces need to inspire. Not just to delight associates and clients, or to attract new ones, but to impact your bottom line. When people can step away from their desks or get outside to connect (or disconnect), it can literally change the way they think and work for the better. Which is better for your business, too.



## THE TWO PHILOSOPHIES OF FLOOR MAINTENANCE

There are two different philosophies when it comes to floor maintenance. The first is to maintain floors on a regular basis. The second is reactionary – when floors start to look less than ideal, a cleaning crew is rushed in to get it back to tip-top shape only to watch its condition begin to deteriorate again. The truth is, proactively maintaining floors is always better than reacting to wear and tear or worse, a catastrophe. When you have a scheduled maintenance program in place, be it quarterly, monthly, or even weekly, you’ll save more and be better off in the long-term.

During the initial stages of researching, selecting, and installing new floors, it can be difficult to think ahead. You can always call on a floor maintenance team to come in

and clean or restore your floors when you don’t quite need a replacement yet, but if you get on a maintenance program right after new floors are installed, you can extend the lifespan of that flooring – sometimes almost doubling it!

In between visits from a specialist, it’s important to maintain floors internally on a daily basis. Whether it’s your team or a janitorial staff, or likely a combination of both, make sure you’re cleaning, sweeping, or vacuuming high traffic areas regularly and have good matting outside your office to keep soil and dirt out. Walk-off areas of 10-12 feet are incredibly important for preventative floor maintenance.

Clean floors project a positive image to those who visit or work

in your space. It shows that you care about the associate and client experience. It creates a healthier environment for all, one that’s free of dust and particles. Additionally, you won’t have to disrupt your entire workforce when the time inevitably comes to replace your flooring.

If your budget won’t allow you to get on a routine floor maintenance program, there are some measures you can take to alleviate costs in the future. Chair pads are a wonderful thing, and they lessen the daily grind that comes from chairs on any type of flooring. Another measure to take is to install different floors in different sections of your space (especially those in high-traffic areas versus moderate or low-traffic areas). This allows you to selectively replace floors without having to replace a larger area not entirely in need of it. And finally, try to ensure your floors play into the overall design of your space. If they don’t, it can leave your environment feeling disconnected and inconsistent.

Beyond extending the life of your initial purchase, maintaining your floors helps your investment to keep its original value. When it comes to floor maintenance, which philosophy will you subscribe to?

**BY: SCOTT BARTLETT, VP  
FLOOR MAINTENANCE GROUP**

*A Continental Office company*



# COLLABORATIVE

Interior and Graphic Designers  
Working Together in Unison



BY: AMBER KONKOLI, CREATIVE DESIGN DIRECTOR &  
MARTY DAVIS, GRAPHIC DESIGN DIRECTOR

*Continental Office*

Spearheading the design of the most dynamic, experiential, and interactive spaces today are two unlikely partners: interior designers and graphic designers. In the past, it was less common to see these two roles working side-by-side. That's quickly changing as companies look to create holistic workspaces that provide a consistent experience – from their website presence down to the design details found in their physical space. It starts with

getting all designers on the same page, regardless of whether they'll be working on floor plan layouts or environmental graphics.

**IF YOU WANT YOUR VISITORS TO FEEL YOUR BRAND AND YOUR ASSOCIATES TO LIVE IT, YOU HAVE TO TELL YOUR STORY AND TELL IT WELL THROUGHOUT YOUR SPACE.**



Space should always serve a function. Great spaces align function with form and messaging. It's something that must be thought about and considered early on in the space planning and design process – how do your furniture and floors work alongside your branding? If you fail to consider all parts and pieces of your space as a cohesive unit, it will likely fall short – failing to connect the dots and provide an exceptional experience. Without a clear image portrayed, your identity can become convoluted and confusing.

This is why interior and graphic designers are a winning partnership. When interior designers are dreaming up a space, they should already be thinking about how branding can add value to that space. Likewise, when a graphics team is dreaming up how branding will play out in a workspace, they should be cognizant of how everything, from the ground up, will look, feel, and fit together. It's best for these two teams to engage as early as possible. The sad reality is most interior designers don't have direct access to a graphics team and vice versa. As a result, both risk becoming an afterthought for a lot of organizations. However, those that embrace this design duo will be ahead of the curve and set themselves apart from the competition.

If you want your visitors to feel your brand and your associates to live it, you have to tell your story and tell it well throughout your space. From your furnishings to your artwork, your space is only as complete as it is complementary.



**SOME QUESTIONS INTERIOR DESIGNERS CAN ASK WHEN DESIGNING SPACE:**

- How can the placement of furnishings enhance the design elements in the space?
- Will the colors chosen clash with the environmental graphics (the artwork) in the space?
- How can graphics help this space to truly shine?

**SOME QUESTIONS GRAPHIC DESIGNERS CAN ASK WHEN DESIGNING SPACE:**

- How can what's on the wall play off of what's on the floor?
- How can my team draw inspiration from an interior perspective?
- Will the branding become more effective with updated furniture or floors?

# OUR TEAM ANSWERS YOUR FAQs

*The Continental Office Team  
Answers Your FAQs*

**WHEN**

it comes to creating (or renovating) a space, sometimes you're not quite sure where to begin. We're here to help!

We've compiled some of the questions we get asked on a regular basis. See what our team members have to say about the most common inquiries they receive, and don't hesitate to reach out to us if we can answer any other questions you might have.

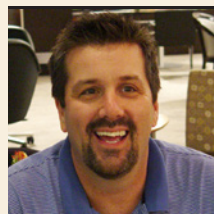


**Q: I need new furniture but my budget is limited. Are there lower-cost, quality products out there?**

**A:** If you know your budget, there are options that will work within it. We offer furniture options to accommodate any budget with Office Furniture Closeouts (OFC), a division of Continental Office. OFC provides design services and commercial grade furnishings to facilitate business needs for a wide range of projects. For instance, they offer BIFMA and ANSI certified new furnishings, high-end closeouts, and pre-owned commercial and contract furniture. Creating orders with these resources allows for quality at lower price points. They even offer buy back services and quick ship programs.

**-JERI, SALES EXECUTIVE**





**Q: My office needs new floors, but we can't afford any downtime during the work day to get them installed. What should I do?**

**A:** Rest easy – it can be done overnight. For example, our team can install floors after hours through our Occupied Workplace Logistics (OWL) program so you don't have to miss a beat, or a deadline. We'll even provide you with a detailed drawing that shows which areas of your floors will be replaced on each night, as well as reminder cards at each workstation with helpful tips and to dos before leaving work for the evening.

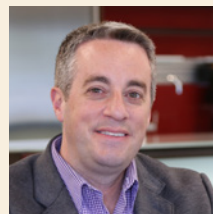
**-KENT, VP OPERATIONS**



**Q: Today's recruiting market is tough. Why is the associate experience so important?**

**A:** How people feel in your space matters because people are your greatest investment as a business. Providing options, choice, and flexibility in where and how people work every day allows for a positive associate experience. The U.S. is experiencing one of the lowest jobless rates since 2007. This means that companies are competing for qualified workers and must invest in the entire associate experience to attract and retain top talent. A holistic approach to an associate's lifecycle ensures we're paying attention to the needs of our associates, not just recruiting. Companies who invest time and resources into how/where associates work, their development, and technology will win the war on talent. Organizations want to attract talent but they want to keep talent too. By focusing on the experience through continual development and great spaces, such organizations will keep their talent longer.

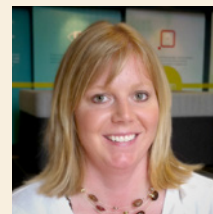
**-PAM, EVP HUMAN RESOURCES**



**Q: I'm ready to brand my space. What am I going to spend on this?**

**A:** When it comes to branding, it's important to identify a preliminary budget. This allows creative professionals to design for the budget and work more effectively against it. It creates a better experience for all involved. Your branding consultant should be able to come back to you with "good," "better," and "best" options that align with the parameters of your budget range. Depending on the size of the area, simple solutions can start as low as a couple thousand dollars while more complex custom solutions can run into mid-five figures. Digital solutions can be even more than that. For organizations with multiple offices, a great way to save money is to develop a scalable concept that can be consistently implemented across all locations. This can save on design fees.

**-MATT, SVP BRANDING**



**Q: I've just purchased new furniture/floors. Now what?**

**A:** Buying new furniture or floors is just the first step. That's why many look to consulting services to help them maximize their investment throughout the lifecycle of their space. A consulting services team can provide you with space planning, reconfiguration services for existing products, and moves, adds, and changes to existing space. By providing project management services to oversee and plan out your project, it allows you to focus on your own job responsibilities rather than a furniture or move project. Once your new furniture or floors are installed, our services team maintains your products with a warranty program, repairs products, and even stores excess/existing products through asset inventory management (AIM) programs.

**-KIM, VP DESIGN & SERVICES**



**Q: I have a need for a construction project but I'm pressed for time. How long does it take to build a DIRT space?**

**A:** DIRT projects, no matter the size, are manufactured and delivered in 3-4 weeks and installed in a matter of days, as compared to the minimum 12 weeks it takes with traditional construction methods. Because DIRT can be manufactured and delivered quicker, has a less than 1% error rate, and eliminates the need for mock-ups it's much more efficient than traditional methods. After an order is placed, your new space can be up and running in under a month, without any waste or general conditions.

**-LUCIANO, SALES EXECUTIVE**

**HAVE  
QUESTIONS  
OF YOUR  
OWN?  
CONTACT US,  
WE WOULD  
LOVE TO  
HEAR FROM  
YOU.**





# A HEALTHIER WORKPLACE MAKES FOR A BETTER YOU.

Gone are the days where health is strictly something to be considered on an employee's own time. Workplaces today that want to be attractive and competitive need to consider a holistic approach to life at the office. A great way to keep associates healthier and happier is to incorporate wellness into the workplace experience. Here are some of our favorite ideas to get you started!



## 5 TIPS FOR HEALTHIER WORKPLACES

### 1. FRESH AND HEALTHY FOOD

Depending on your company size, consider placing a monthly, weekly, or daily order to have fresh fruit, veggies, or other healthy snacks delivered to your office. More than just food for the body, it's food for the mind.

### 2. WELLNESS EDUCATION

It's important to remember that wellness doesn't just refer to our physical wellbeing. Mental, emotional, and financial wellness can take a backseat during our hectic lives, but sometimes they need to be put front-and-center. Providing company classes or community resources can help to educate associates and keep their whole self happy and healthy.

### 3. FITNESS CHALLENGES

A little friendly competition can be good for team-building and morale. Allowing associates to engage in walking challenges or creating company teams to participate in community runs or pelotons is a great way to stay active and create comradery too.

### 4. FITNESS CLASSES

Offering regular fitness classes, whether in the form of yoga, meditation, karate, or kickboxing, allows associates an outlet during the work day. By releasing pent-up stress or tension, employees can return to their desks to tackle the next task at hand.

### 5. WATER STATIONS

Water is life. To preserve this precious resource ensure that associates have access to it, not excess of it. Implementing a water station in your office and using refillable water bottles instead of one-time use containers is a great way to sustain your workforce while cutting down on wastefulness.

*It doesn't stop here. You can get creative with things like a company community garden or a healthy cook-off competition. You can even incorporate health right into your furniture with option like sit-to-stand desks, monitor arms, or task lighting. The possibilities are truly endless. Survey your team to see what they'd like to incorporate into their work day to stay fit in mind and body.*





# WHY YOUR HEALTHCARE FACILITY SHOULD DIG INTO DIRTT

**WE**

have all been there – sitting in a hospital room with a clinical design that’s as sterile as the room itself. It doesn’t ease tensions or improve dispositions, and the cost to renovate and innovate keeps it from being a space that fosters recovery. How can we build hospital rooms that change everything from the bottom line to a lifeline? The answer is one you might not have considered before but is literally built right into the walls. Prefab construction humanizes the patient experience.



WHEN YOU PLAY IN THE  
DIRTT, YOU HAVE THE  
FREEDOM OF CHOICE.  
PREFAB CONSTRUCTION  
GIVES YOU COMPLETE  
CONTROL. IT'S A  
COMPLETELY DIFFERENT  
WAY TO BUILD THAT PUTS  
HUMANS FIRST.

The innovative versatility that prefabricated construction offers along with materials that have the flexibility and durability to stand the test of time and narrow budgets, pushes us to think outside the box – and outside the conventional walls of a hospital room. It's about building intentional, low-cost spaces that convey the foundational elements of care. And that is precisely what prefab construction companies in the healthcare sector, companies like DIRTT, can do.

maintenance. You can prepare and receive quotes three times faster and spend 45% less time on construction schedules. It's installed rather than built on-site and arrives with electrical, med gases, and plumbing chases in one place. It's dust-free with no material waste. This results in 3-4 week lead times so you can continue to bring in revenue with minimal patient disruption.

Healthcare construction doesn't have to be a battle of concessions – giving up this for that. DIRTT allows you to incorporate a more inviting, intentional, people-centric design into your hospital while significantly reducing cost and timelines. Total cost is spent on product – not labor.

DOWNLOAD OUR DIRTT E-BOOK HERE



Why dig into it? DIRTT excels in areas like:

> PATIENT-CENTERED DESIGN

DIRTT's holistic approach takes into account patient demographics and facility situations along with medical needs. It's a design built to support healing.

> ONGOING ADAPTABILITY Access to the wall cavity lets you integrate, maintain, and update furniture, technology, and equipment with little dust, disruption, and downtime.

> INFECTION PREVENTION


Design details and hospital-grade finishes help to reduce infection transfer and sterilize touch points, which supports disinfection protocols for a healthy environment.

When you play in the DIRTT, you have the freedom of choice. Prefab construction gives you complete control. It's a completely different way to build that puts humans first. So dig in!

Did you know that a traditional construction project initially estimated to cost \$25 million will actually cost \$100 million throughout its lifetime? There's a better way to build for healthcare. With prefab construction you can vastly reduce future operations costs and downtime needed for ongoing







We're proud to give back to the communities we serve, not just with dollars and resources, but also talent and time. Through our Cares program, we've donated numerous trucks full of furniture to the Central Ohio Furniture Bank and recycle up to 1 million pounds of flooring and other materials annually. The way we see it, giving back also means looking ahead, and we always strive to be forward thinking, purposeful, and impactful in our communities.

We've been a part of Pelotonia since their beginning and have raised over \$500K to date in the fight to end cancer for good. We'll be fundraising all year long and can't wait to participate in the 10-year anniversary ride this fall!

# PELOTONIA



**Continental**  
**Office** Cares

[continentaloffice.com](http://continentaloffice.com)