

HAWORTH

Class-A Boston High-Rise

April 2014

Case Study
Cushman & Wakefield

Location
Boston, Massachusetts

Project Type
Renovation & Design

Design Firm
Visnick & Caulfield
Associates

Dealer Partner
Environments at Work





How do you create a space
in the heart of Boston's
central business district
with a floorplate large
enough to accommodate
92 workstations and 54
private offices?

Overview

Founded in 1917, Cushman & Wakefield is a leader in commercial real estate. Operating in Boston since 1984, the firm consistently maintains a dominant office, industrial, and retail position in the market. After more than 13 years in their existing offices, in 2014 they relocated their New England real estate team to a class-A Boston high-rise that could accommodate all employees on one floor.

Cushman & Wakefield understood the key role that space plays in their brand and culture. In addition, to support their vision of providing creative, innovative solutions, the firm wanted to develop a space that encouraged greater collaboration and sharing within the organization. Placing everyone on one floor was just the beginning.

Specifications



- Area: 36,000 square foot
- Private Offices: 54
- Workstations: 92

Objective

Accommodate all employees in one large open space where greater collaboration could take place.

Solution

Develop an existing space with a large floorplate, open environment, and ample natural light.

Results

A highly adaptable open-plan workplace infusing furniture and design to support both individual and group work.

Objective

Natural Light and Open Space

A big change came with moving away from the traditional office approach—a significant shift designed to let daylight permeate the space and make team members more accessible to one another. To create a more open, brighter workplace, lower panels with glass stackers surround workstations. This provides the separation needed for the individual, without compromising the light and open feel.

Workstation Panels

Workstation panels topped by 16" glass stackers enhance acoustical privacy while keeping the space open and light.



Solution

An Open Environment

The 33-story Franklin Street building, built in 1966, offered Cushman & Wakefield more than 36,000 square feet in which to build. With a move towards a more open environment, the firm also wanted to make sure there were a variety of spaces available to support different types of work—both individual and group. The addition of different spaces from conference rooms to impromptu meeting areas has achieved this goal.

Collaboration Spaces

Informal meeting areas in a variety of sizes bring users together to work.



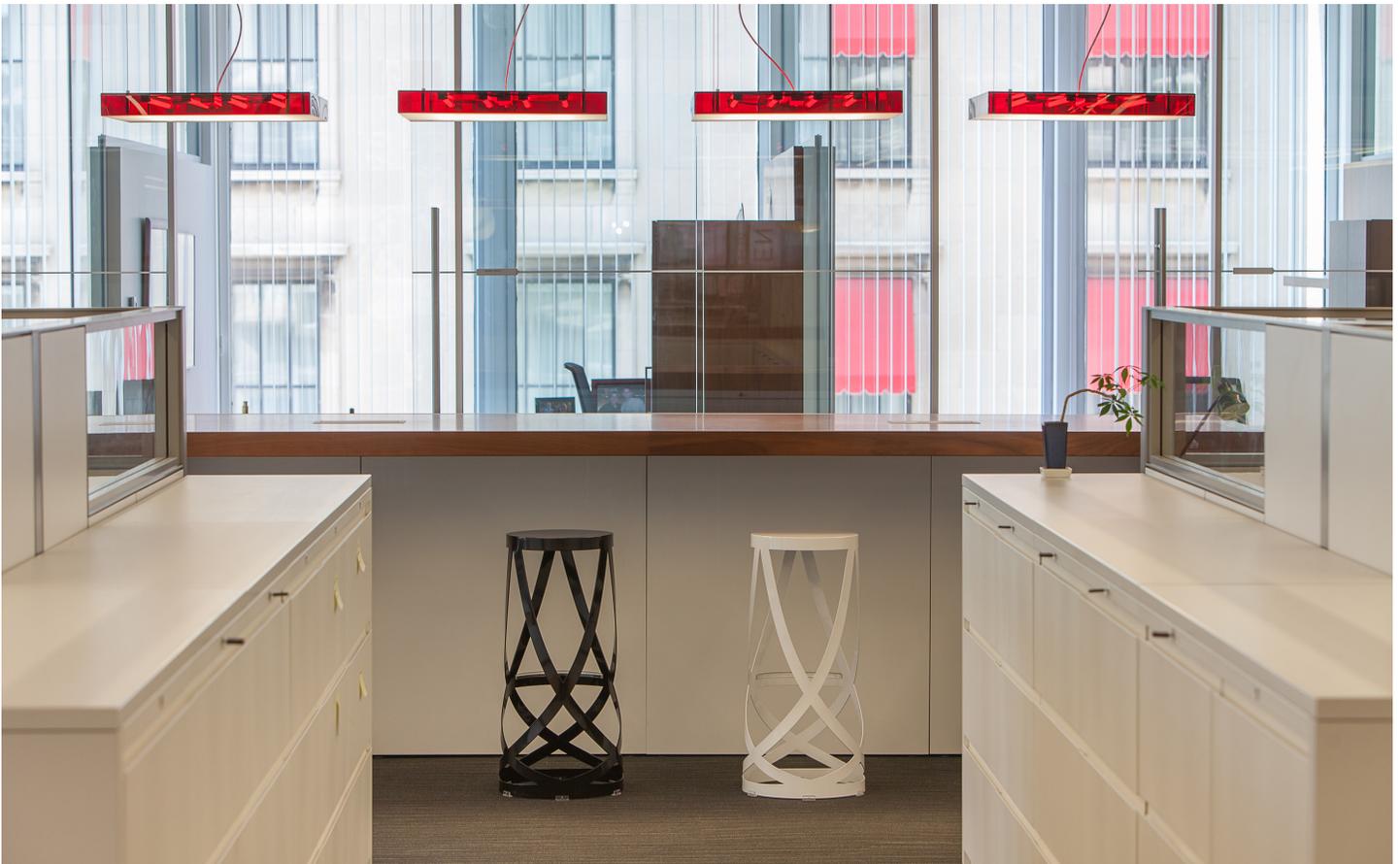
Solution

Solving Form and Function with Design

Haworth's Integrated Palette™ proved to be the ideal fit for the Cushman & Wakefield and their new space. The solutions allow a consistent aesthetic across private offices, the open plan and meeting spaces—and innovative branded glass panels—support the drive for daylight to permeate the space.

Gathering Places

Counter-height benches with stools offer a new twist on meeting areas, fostering spontaneous, casual interaction.



A New Beginning

Designed-in adaptability ensures the open space and selected furniture can be used and reused in a variety of configurations as various teams' needs change. This is just one-way Haworth product contributed additional points toward the office's LEED® certification.

Cushman & Wakefield's Boston central business district office space is making a clear impact on the organization's goals and corporate culture of collaboration, teamwork, and information sharing.

Flexible Seating

Comfortable, flexible seating allows users to move around the room or adjust position as needed.





Customer Profile

Cushman & Wakefield strives to be the world's preferred real estate firm, providing creative and innovative services for commercial clients. The firm has 253 offices in 60 countries and is the largest privately held commercial real estate services firm in the world. Sustainability is key to the firm's values, as sustainable environments reduce pressure on resources, yield operational cost savings, increase the value of assets, and contribute to healthier and more productive workplaces.

Featured Haworth Products

- Compose® Systems
- Masters Series®
- Patterns™ Collection
- Planes® Tables
- Very® Seating
- X Series® Storage and Caseloads
- Zody® Seating