

HAWORTH

Support Innovation and Core Values by Design

August 2017

Case Study
Oatey

Location
Cleveland, OH

Project Type
Corporate Headquarters

Design Firm
Vocon

Dealer Partner
RCF Group

Photographer
Matthew Carbone





How can space design enable communication and nurture a collaborative culture that increases innovation?

Overview

It's well known that innovation is a product of an organizational culture that makes collaboration a priority. The leadership at Oatey, a family-owned, global manufacturer of quality plumbing products, understands this well. In business for more than 100 years, Oatey was ready for a new corporate headquarters that enables communication and nurtures its collaborative culture to increase innovation.

Oatey staff were spread across three campuses that physically disconnected people, impeded technology and movement, created silos, and required people to walk or drive from different locations. Company leadership desired a space that would improve adjacencies to foster collaboration and drive innovation. The new building would also incorporate sustainability goals and employee well-being in an open, transparent environment. And it would be designed to effectively adapt to the ever-evolving ways people work.

Specifications



- Industry: Manufacturing
- 47,000 sq. ft.
- 2,800 sq. ft. Terrace
- 2 Stories

Objective

Consolidate staff from separate facilities into one campus with an open environment to foster stronger partnerships across the organization.

Solution

Design a headquarters with an open floorplan that promotes collaboration, communication, and transparency throughout the organization.

Results

A state-of-the-art, sustainable, and energy-efficient space designed to enhance collaboration and communication.

Taking Oatey to the Next Level

Oatey company leadership desired a space that would improve adjacencies to foster collaboration and drive innovation. The goal of the new building included incorporating sustainability goals and employee well-being in an open, transparent environment—designed to effectively adapt to the ever-evolving ways people work.



- 1 Workplace Visibility**
The design team was deliberate about using glass doors on conference rooms and lower-height workstations to maintain visibility among coworkers. .
- 2 Sustainable Features**
The material palettes—including earthy, warm elements—connect with the building’s natural setting to reinforce sustainability principles in a contemporary design.
- 3 Nature for Enhanced Well-Being**
With the natural beauty of the Metroparks—an extensive system of nature preserves—in its backyard, Oatey’s headquarters offers employees access to daylight, views of the park, and connection to nature—which is important to foster well-being at work.
- 4 Space for Connecting**
Multiple indoor cafés and casual meeting spaces with ancillary furniture were created to bring people together.



“The furniture and wall systems support communication and collaboration. The way the space is organized allows people to bump into each other during the day. This building supports the ‘casual collisions’ that promote innovation—on the spot rather than having to schedule a meeting.”

Matt Heisey
Principal, Vocon

Driving Innovation

Oatey's new corporate headquarters is a state-of-the-art, sustainable, and energy-efficient collaboration space designed specifically for its growing staff. The building incorporates the tan, gray, and red of the brand palette in a contemporary design that reflects the organization's vision and culture, aligns with core values, showcases Oatey's history, and celebrates innovation.

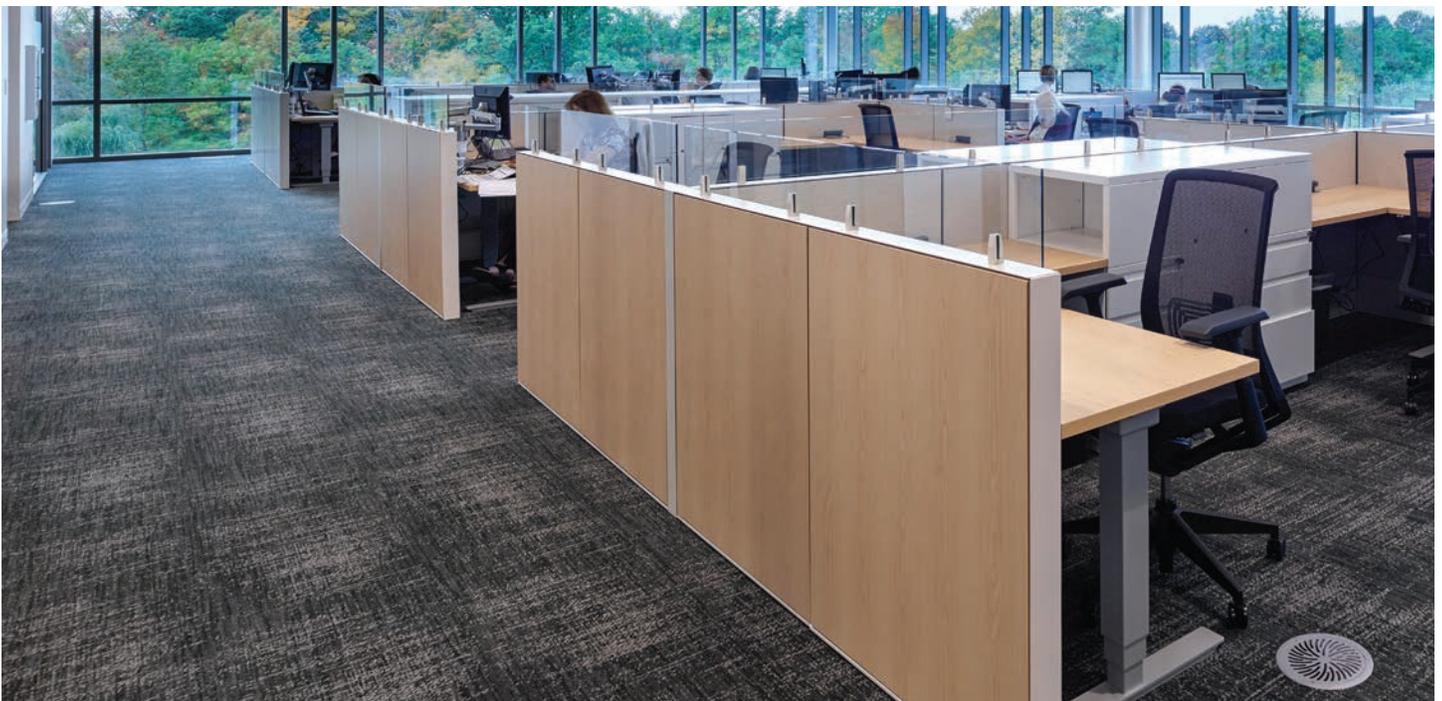
From the moment you walk in the lobby to see the goals and objectives listed on the wall, there is a visual connection to the site and environment that clearly aligns with who and what Oatey is.

The building was designed for transparency so people can easily see when coworkers are available or not—enabling collaboration and communication. The space offers people a multitude of ways to work together. The project was completed within the timeline and budget—a true team effort that included change communication. Project goals have been embraced by employees, who are happy and engaged at work.

Innovation—what the Oatey headquarters is all about—occurs organically and naturally. With the right people and the right space, work gets done that much better and faster.

Open Floorplan

An open floorplan was designed to promote collaboration, communication, and transparency, with people adjacent to each other.





Wood Accents

A wooden trellis was built over a collaborative work area, and wood is incorporated into the walls in various places around the facility to reinforce sustainability principles in a contemporary design.

Additional Amenities

A fitness suite, a quarter-mile outdoor walking path, a picnic area, and indoor/outdoor cafés provide areas for staff to unwind, rest, and re-center themselves throughout the workday.

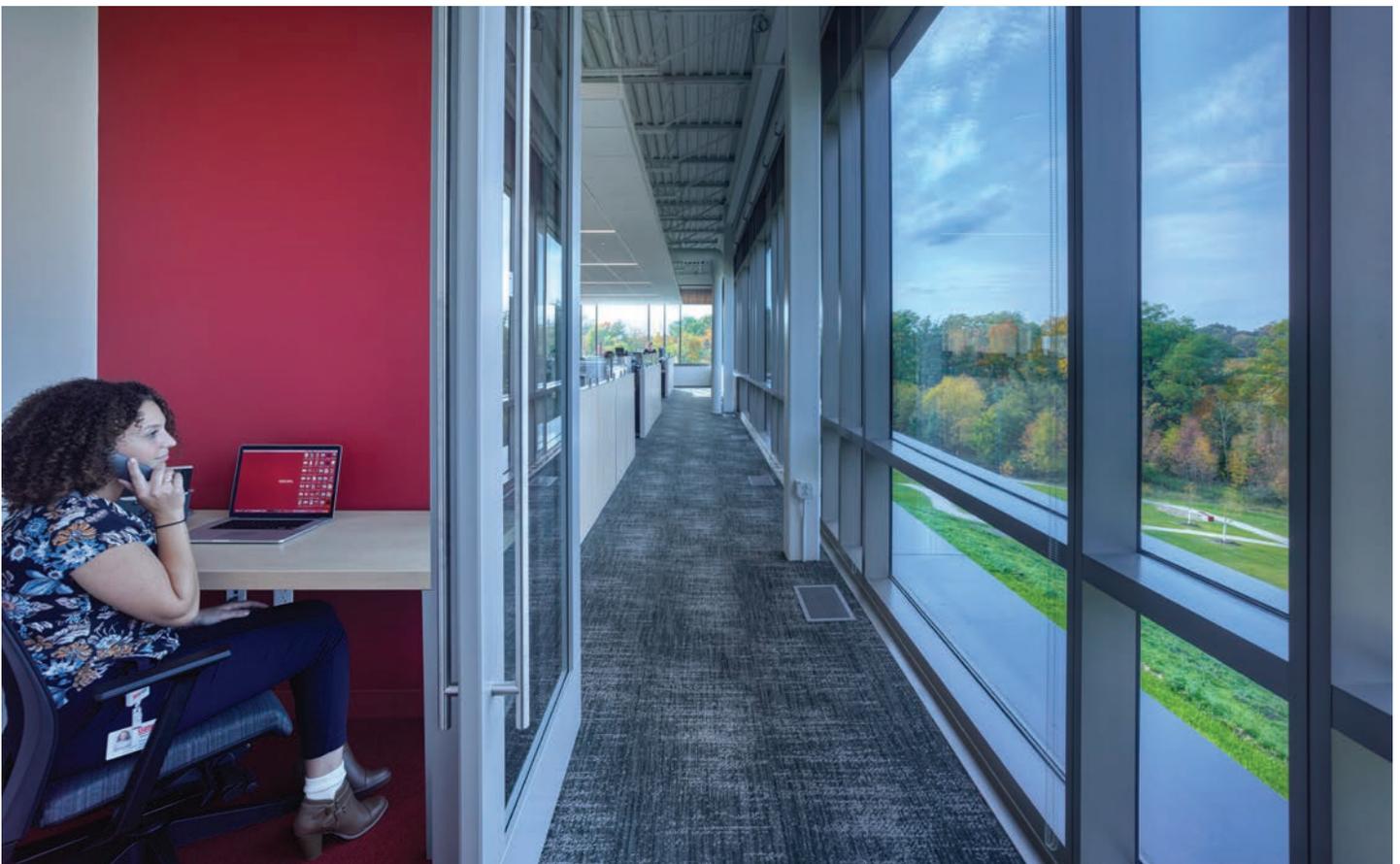


A Flexible Space That Adapts for the Future

Incorporating raised access floors and movable walls into the new headquarters will contribute to future-proofing the space as Oatey expands. These elements are designed to ease reconfiguration when space changes, while saving time and costs through efficient process. With so many products from Haworth's Integrated Palette™ included in the design, the furniture solutions will enable future-proofing of the facility for years to come.

Flexibility and Comfort

The space includes a variety of open and closed conference areas, as well as standing and seated collaboration areas to offer people choice in how they work and interact. Height-adjustable workstations allow for sit-to-stand options to enable movement for people at work.



“If Oatey decides to change their open office spaces, it’s very flexible. They can pick up the partitions and take them apart and reconfigure. All they have to do is take a tile with an electrical box and put it in the location where they want it. The underfloor electric is plug-and-play—they just unhook and reconnect it where they want, and they’re good to go.”

Nathan Heitner
Project Manager, Donleys





Customer Profile

Since 1916, Oatey has provided reliable, high-quality products for the residential and commercial plumbing industries. Today, Oatey operates a comprehensive manufacturing and distribution network to supply more than 6,000 products for professional builders, contractors, engineers, and do-it-yourself consumers around the world. They have continued to meet customer needs for more than a century by offering innovative plumbing solutions that deliver results the first time.

Featured Haworth Products

- Compose® Systems
- Enclose® Walls
- Hop® Tables
- Planes® Tables and Conference Furniture
- Power Base AI Utilities
- Very® Seating
- Workware® Technology
- X Series® Desks and Storage