

HARKEL OFFICE

SPRING 2010

Your Office
is Your Brand

How to create an office environment
that reflects your brand

Oxford University Press

CMA BRAND NEW OFFICE SPACE REFLECTING ITS BRAND

Brand specialists say a corporate brand should be reflected in all aspects of an organization. The Certified Management Accountants of Ontario (CMA) took this to heart when they created a new 27,000 square foot facility for its 96 staff members and clients in the heart of Toronto's financial district.

Working with X-Design and Harkel Office, CMA's goal was to brand its new space to be a reflection of itself: innovative, contemporary, professional and a top employer with a great work environment. Consistent with these brand objectives, CMA's goals included creating a state-of-the-art space utilizing the buildings LEED certified building infrastructure and to design a facility to not only comfortably house their ongoing operations but to support the expansion of member and staff training and development.



Green design features included:

- Advanced raised floor system with integrated under-floor HVAC;
- Day-light controls which dim or brighten light based on the availability of sunshine;
- Occupancy sensors in all rooms to control lights;
- Sophisticated HVAC controls for maximal comfort control;
- Deep lake water-based building system for cooling the space;
- Floor to ceiling glass at perimeter of building.



Using *Scala*, a contemporary office system with ultra clean lines from Inscape, highly efficient work stations were created using innovative applications of standard product to develop and maximize the potential of the available space. New *Planna* private offices from Inscape measuring 7'6" x 7'6" provide users with more work surface and storage options than CMA's previous 120 square foot offices.

Special features of the space include a flexible training and meeting facility which can morph to house multiple sizes and styles of meetings and classroom environments. The space also combined a cool colour palette of blues and greys and a variety of office textures, resulting in an office environment that brands CMA as a creative place to work and do business.



And in keeping with CMA's "value creation" mission, its new home has provided significant real estate savings. Now that's living up to your brand.

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Modern Look for Publishing Icon

History runs deep in Oxford University Press (OUP). One of the oldest publishing companies in the world, as well as one of the largest, it's a department of the University of Oxford, though not subsidized by the University. Its imprint carries authority, its standards of book production are high, and its range of interests is wide, from alphabet books for beginning readers to post-graduate texts on quantum physics.

Blending OUP's historical heritage with a fresh, new, modern image was the challenge facing SGH Design Partners when it was given the task of creating new office space for this publishing icon.

SGH turned to Harkel Office and Inscape, a leading designer and manufacturer of innovative office furniture and systems, to support its design solutions for five fully enclosed offices, 95 work stations, eight meeting rooms and ever growing storage requirements.

Facilitating decision making and a healthy work environment were two important objectives in designing and outfitting OUP's new office.

The former was accomplished by providing meeting rooms and collaborative space adjacent to departments while at the same time designing offices and meeting areas with visual and acoustic privacy.



Green requirements were met by:

- Designing offices with glass fronts to allow light penetration;
- Selecting work stations with lower panels or added glass panels for height and privacy;
- Creating a quiet break-out space with access to daylight;
- Using sustainable materials; and improving furniture ergonomics.

The nature of OUP's business also involves accommodating visiting staff and interns which was accomplished by incorporating "hotelling" offices and work stations.

OUP's new office is a strategic blend of old and new, the retention of its historical past combined with innovative design and furniture selection.

BRANDING THE WORKPLACE

According to Yuritza Rodriguez–Project Designer, Steven Feruglio–Furniture Application Specialist and Greg Quinn–Project Manager from X-Design, many companies embrace the power of branding into the design and furniture determination for their workplaces. There are a host of benefits.



- Branding enables a company to define their space and differentiate their facility from the one next door. It identifies the space as “theirs”. All too often one office looks very much like another.
- Graphics and branding add a broader design palette (since the design team is not limited to the constraints of traditional finishes when printable films and fabrics can be used).
- The communication of core values of the company is reinforced to staff and visitors.

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Design Should Embrace Past and Future

Carol Smith, Senior Partner, SGH Design Partners, says that working with a historical brand like Oxford University Press requires design options that respect the essence of the brand but also support a future vision of how they can embrace change.

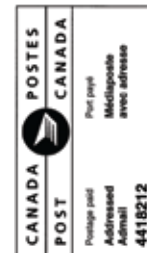
This involves a combination of all the design elements, including the right furniture solution, to integrate the brand identity as an integral part of the office.

“In conjunction with our ARIDO and LEED certified staff, we are constantly responding to current issues emerging from the new workplace,” says Ms Smith. “Our clients expect us to embrace and implement new concepts that are tailored to their unique requirements, including health, sustainability, safety and comfort issues.”



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ARE YOU GETTING THE MOST FROM YOUR OFFICE FURNITURE AND SYSTEMS INVESTMENT?



A: An investment in office furniture and systems is like any other investment. It needs to deliver results.

Harkel understands office spaces and functions. We analyze work patterns, ergonomics, technology integration and business culture to create customized, innovative solutions for your office furniture and systems investments.

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Solutions that Work

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