



THE NEW AGE OF CORPORATE DESIGN

For the last decade, architectural design firms, as well as corporate organizations looking to reduce costs and function more efficiently have been focused on workplace trends. Several factors are driving this re-evaluation of workplace strategies—such as increased technology and connectivity and creating the need to explore alternative ways in which to work. Interior designers are aware of the need to develop speculative spaces for their buildings with the user in mind. The user of today’s corporate office has changed. Today, for the first time ever, the workplace is made up of four distinct generations: Pre-Baby Boomers (Silent Generation), Baby Boomers, Gen “X”, & Gen “Y” (Millennials).

This, in and of itself leads to the challenge of diverse levels of knowledge and comfort with technology. Organizations are aware of the differing communication styles and the need to encourage cross-generational communication. As a result, the workplace design should include multiple types of meeting areas to foster impromptu and formal employee collaboration. A collaborative environment, openness and flexibility are priorities in today’s corporate needs. In addition, spaces need to be designed for function rather than for seniority or prestige. Walls aren’t going away, they’re simply being asked to do more. To support workers with true acoustical privacy many wall systems are engineered with a unique acoustical intelligence; all frames, skins and every junction is manufactured with full acoustical seals. Energizing graphics and color coding help employees navigate the expansive space, and the workstation and office modules are interchangeable to ensure flexibility as the company grows.

Current corporate design includes more collaborative, open space, dual use and convertible spaces, technology upgradability with less walls and private offices.

HAPPY NEW YEAR FROM H3DESIGN

We hope that you enjoyed this holiday season with your family and loved ones. It’s time to sweep out the old year to allow the New Year to come in! Last year was another award winning year for H3Design and a year of community involvement. Becoming a member of CREW (Commercial Real Estate Women) and actively supporting it as a committee member is an important way of giving a voice to our industry and community. With that in mind I look forward to a successful year that will complement our work with clients, vendors and associates.

Diana Castro, ASID, IIDA, LEED A.P
President of H3Design

PROJECT SPOTLIGHT



FHE Corporate Office in Deerfield Beach is workplace that embraces the concept of open space, function and flexibility to encourage employee collaboration.



The H3Design Team would like to wish everyone a Prosperous New Year!

Second Chance Toys
December thru March