

# Cool Spaces

*The Creative Work Environment*



Presented by

Hendy

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CUSTOM CONTENT • September 24, 2018





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# 2025: A Purpose Driven Office

## *Four Transformations of the Work Place*

Are you contemplating signing a lease term that will extend the next seven or ten years, or more? Do you think that developing a new, open space, with vibrant colors, open ceilings and concrete floors will sustain your organizational success? Work environments of the future will require more than just a hip, cool vibe or look. Hendy believes that tomorrow's workplace will be ruled by technology, mobility, and driven by an organization's purpose. There will be no need for stringent corporate standards that support yesterday's linear work process. The "creative office" trend is at the edge of obsolescence. The sustainable, new office must be built to bring people and ideas together and become the catalyst of our client's organizational trust to hold on to their biggest asset: their people. The following are four transformations that will impact our client's work environment by 2025.

### 1. New Demographics. Millennials Lead the Organization

By 2025, two-thirds of the workforce will consist of millennials. The promotion of this generation to leadership positions will cement their values and footprint in the corporate world. They are agile, digital natives, who value engagement and creativity. Millennials are drawn to an activity-based work environment and require a sense of purpose in their individual work and the organizations for which they work. While this generation is commonly classified by age, the millennial influence and mindset have been adopted by people of all ages who have shifted their approach toward communication and collaboration with the rise of technology. The office space of tomorrow will need to optimize spaces for this mindset by leveraging intuitive technology, social connections and activity areas that are tailored to support an organization's new technology-driven processes.

### 2. Technology Reshapes the Work Place

Mobility is no longer just for remote workers. Organizations will move even further into mobile work styles that increase the effectiveness of individuals and teams, and that can allocate space in smarter, more efficient ways. Mobility is how dynamic organizations and their people leverage technology to expand their capabilities and become more impactful. This appeals to the growing number of professionals who practice work-life integration by making choices on how and when they get their work done.

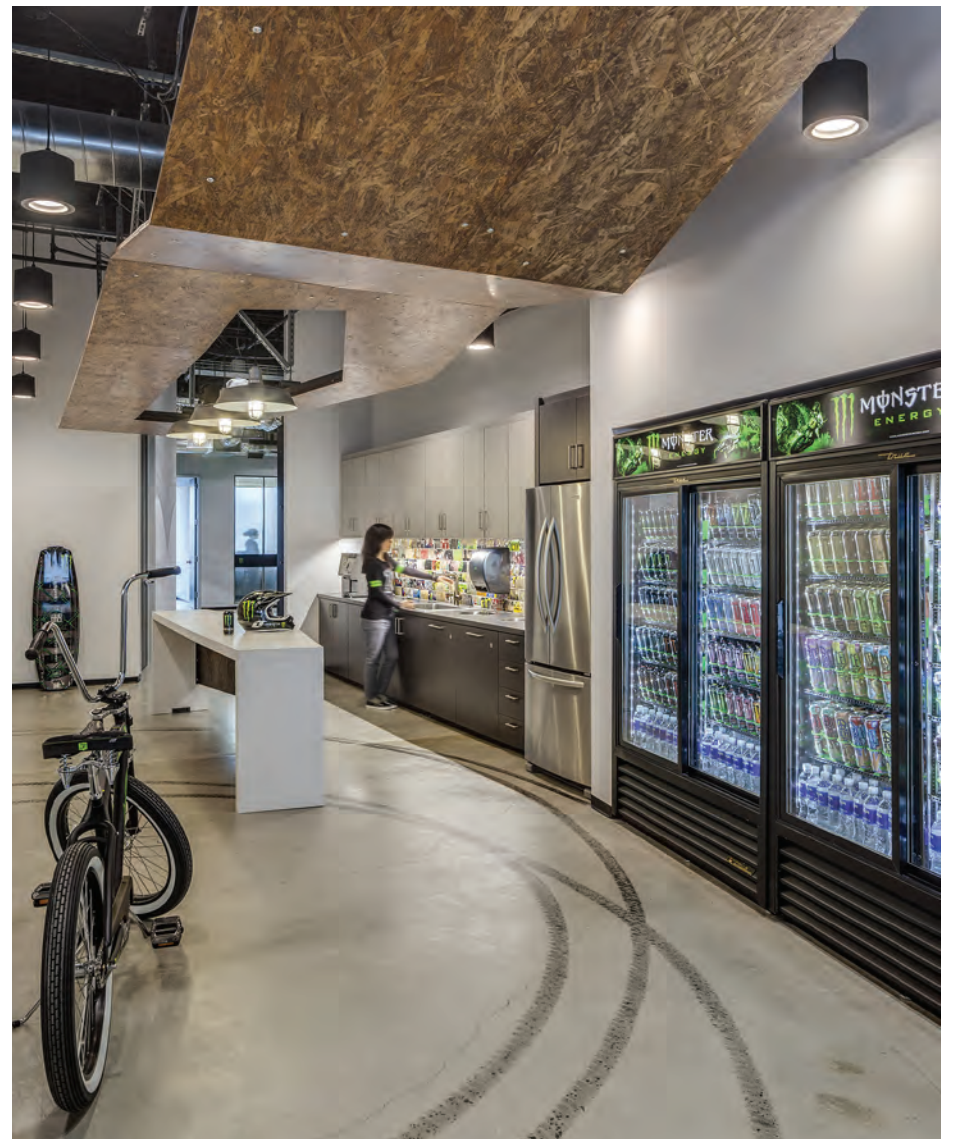
While these technologies are improving how people can work and produce, navigating the choices and implementing the latest innovations are a challenge to many companies. H. Hendy Associates developed the Currents Studio Team to provide guidance and ensure technology, design, and workflow are integrated within the built-environment. Our integrated design approach allows a person to flow through spaces, access the information, systems and people they need to be effective everywhere, not just at their desk.

Personal devices and digital identity will become integral to using the physical environment as a tool to perform, instead of just a backdrop. Examples of this would be systems that allow the individual to easily assume control over a display to share information with a colleague, or take over a meeting space and automatically cue up a scheduled web conference, then reset automatically for the next user. Workspaces will be able to "recognize" a user and be able to apply personal preferences for adjustable desks, lighting, cooling and music.

In these connected environments the utilization of space, backed by data, enables our client's to right-size their workplace footprint. With technology at the forefront of architectural design, we can build the physical space based on evidence that will optimize an organization's performance.

### 3. The Removal of Boundaries

With the increased adoption of technologies that enable mobility, office space has transformed from a place to process work to a place to meet and expand ideas. Organizations will need to remain agile to support mobile workers that may no longer need an assigned workspace within the office. With a shift in focus to project-based work, our clients will need to create spaces for *reconfigurable teams*. Through use of moveable work pods, designers will create environments



that can be easily converted into zones of collaboration, confidentiality, solitude, or demonstration. Instead of mapping the office by department, many organizations will develop activity areas based on project teams. An account manager, graphic designer, and a coder may find it more beneficial, in the technology-driven work process, to move out of a static departmental residence and create neighborhoods for ad-hoc project teams. The office of the future will need to allow for both self-organization and a master plan in order to create a true internal marketplace of resources that optimizes organizational performance.

This transition of a work place to a fluid environment reliant on technology disrupts the existing, learned, linear work processes of today. To ensure a successful transformation, H. Hendy Associates works with clients to engage their employees in becoming a part of the change by establishing new workplace protocols. Hendy's strategy of change management focuses on how the change will *enhance* workplace performance and mitigate resistance to the change.

### 4. Reassigning Purpose to the Work Place

Millennial leadership and full technology integration will have a radical effect on the composition of the workforce and its operations. Although we can't fully anticipate what the future will bring, having foresight will be fundamental to avoid the obsolescence of the office and retain talent. At H. Hendy Associates we understand the immense value in providing a physical workplace for employees and recognize that the rising trend of the mobile workforce does not equate to the extinction of the office space. The real challenge our clients are faced with is repurposing this office space to better align with the more dynamic technical processes of the future. With the implementation of creative work areas and spaces that facilitate spontaneous interaction, we are able to unlock employee potential through effective use of space. The one-size-fits-all open office is failing. In response, we are catering to a growing demand for tailored open areas, and closed focus spaces, that balance form and function. Hendy's evidence-based pre-project programming ensures our client's work environments are not just a place to work, but a place that makes it easy to get things done. A place where people want to be.

For more information, please call H. Hendy Associates at 949.851.3080 or visit us at [www.hhendy.com](http://www.hhendy.com).

# Hendy





## As Orange County Workers Change, So Does How We Build

Our workforce personality has always driven our office space design. When executives and lawyers could have unchecked big egos they had corner offices the size of tennis courts. In the 1980's when employee retention started to become a thing everyone the firm viewed important had an office and its size was determined and, often, negotiated based on seniority and merit.

In 2018 millennials are now the largest generation in the workforce, and they are driving the agendas of how companies operate, what workplaces look like and what technology is expected. But now that productivity is researched and examined harder than an ingredient list at Whole Foods we understand what works in office space a little better. Research shows that features of modern offices, such as natural daylight, windows with views of trees and plants and better air quality can all help employees think, remember, concentrate and perform better. Different research shows that playful features within an office can boost creativity. So Microsoft occupies a building with two



treehouses to use as meeting rooms at its Washington HQ, and developers all around Orange County are putting in beach volleyball and bocce ball sets and buying out upscale grills for their outdoor meeting areas. In space we built out for our client, the cosmetics company Urban Decay, we have built out shower areas for employees who skateboard to work and helped them start an herb garden for healthy lunches.

So now that we know what more of our construction will look like, how to we design it efficiently and what pitfalls or unexpected traps can we avoid? First a couple tips and then a potential trap to avoid.

### Tip: Today's Workforce Requires Touchdown Spaces

Many people accept the idea that employees don't have to be at their desks with their heads down to actually be productive. But when these workers come into the office, studies have shown they need a touchdown spot. A place to call

*continued on page B-53*

# BROKERS *of the* QUARTER

ORANGE COUNTY

BRETT LESSMAN & JP ROACH

### Congratulations JP Roach & Brett Lessman

Irvine Company Office Properties recognizes the exceptional performance of **JP Roach** and **Brett Lessman** from **Hughes Marino** in negotiating more than 91,000 sq. ft. at **UCI Research Park** during the past quarter. Their significant leasing efforts represent the excellent service provided to numerous distinguished companies throughout Orange County.

JP is Senior Vice President of Hughes Marino and represents corporate tenants in their lease transactions of commercial space throughout Southern California. He specializes in complex transactions for technology, medical device and business services companies. As a former litigator with an MBA, JP combines his business and legal background to produce a unique form of zealous advocacy for his clients.

Brett is a Vice President at Hughes Marino and has over a decade of experience representing tenants and buyers in lease and purchase transactions across the country. He works closely with his team to implement a strategic process to ultimately meet with his client's corporate objectives by maximizing leverage and creating the most cost-effective solution.

We extend our sincere thanks and wish them the very best for continued success.

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# Caliber's Creative Spaces

## Turning creative concepts into reality



Cape Robbin Headquarters



Curse Headquarters

**Curse** Irvine Spectrum's 20-story high-rise now hosts Caliber's finished space for gaming leader Curse and gives them a space with the "right aesthetics and function that reflect a healthy work-life balance." With contemporary design and vibrant colors, their headquarters allows them to recruit and retain a workforce that reflects their culture and passions.

**Speedo** If creative spaces inspire people to come to work, Caliber's transformation of Speedo's 64,000 sf space from a high-tech data center to an imaginative powerhouse with indoor pool is categorically motivating. With a raised access floor for easy reconfigurations and a mix of collaborative clusters, offices and vast gathering areas, it meets wide ranging needs and is an icon for contemporary office flexibility.

**Murad** 41,400 sf corporate headquarters is a nod to the human side of the people who work there and a setting for these skincare innovators to "help everyone achieve a happier, healthier, rewarding lifestyle." The open floor plan, with vivid sub brand colors, includes a running track and exercise equipment and reflects the ethos that it's not life vs work, it is life and work.

**Cape Robbin** Given their penchant to be a leader in fashion footwear, Cape Robbin's distribution center included corporate offices with features to inspire their creative design team and keep their reputation for innovative approaches firmly established. Warehouse improvements included installation of lighting and other features to support their efficient rack-storage layout.



Murad Corporate Offices



Speedo USA Offices



**Siemens** Raised flooring and collaborative workspaces bundle with traditional features to accommodate all working styles.



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**The Park** Outdoor spaces to instigate collaboration and provide a setting for recreation at The Park included bocce ball, table tennis, golfing and congregation spaces.

# Caliber

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## CBRE Announces Costa Mesa's Newest Creative Office Campus

Located at 660 Baker Street, this new creative office campus is currently undergoing an extensive remodel to include a revamped courtyard with outdoor workspaces and upscale furnishings. The project consists of four free-standing office buildings – a 7,600 square-foot single-story building and three, two-story buildings ranging from 14,870 square feet to 20,216 square feet. The project totals 62,902 square feet.



# CBRE

The campus, which was mostly vacant at the close of escrow, is undergoing a substantial remodel that will be completed by the end of 2018. The overhaul of the site will continue the gentrification of the Baker/Bristol corridor that has seen a number of creative office and retail projects come to the area over the past few years.

"It is a rare opportunity for a tenant to have their own creative-office campus in the heart of Costa Mesa," said Black. "This state-of-the-art property will provide the kind of working environment companies are looking for today."

Located in Costa Mesa, 660 Baker Street is walking distance to multiple dining, entertainment, apparel, lodging, and other retail amenities, such as The Camp, The Lab, Mitsuwa Marketplace, Wahoo's Fish Tacos and Barley Forge Brewing Co. It is also in proximity to South Coast Plaza and John Wayne Airport. More than 587,005 inhabitants live within a 5-mile radius of the project. The project has easy access to the 5, 55, 405, and 73-Freeways and presents a high visibility location with major street frontage.

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## The Creative Office Evolution

Creative office space evolved as a progressive alternative to traditional space, enhancing corporate culture and identity, and offering exciting recruitment opportunities for creative businesses.

However, its physical definition (typically an open plan with concrete floors, open ceilings, unfinished walls) belies its true meaning and potential. Moreover, creative space is often counterproductive if not precisely delivered to meet businesses' and employees' needs.

Numerous workplace studies show that the physical attributes of an office space have a huge positive or negative impact on not just creativity, but productivity, performance, well-being, and recruitment, and most businesses still blindly overlook this. As workspaces, and how businesses utilize them, evolve, so does the scientific understanding of how work environments impact human activity. Thus, the true definition of "creative office" is now being realized as businesses understand the benefits of investing in space as well as people.

**Voit**  
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A successful creative office space transcends its obvious physical attributes, focusing on function before form. The office space should be an organic, dynamic product, formed from the collective and individual needs of the people and technologies it accommodates, not based solely on a superficial vision of what we think it should look like.

The visual attributes of a space are important in terms of how they are viewed by the employee and customer. But first, it's essential to consider critical factors, including temperature, natural light and views, colors, noise control, ergonomics, choice, employee engagement, human behavioral traits, communication, workflow and schedules, and well-being. A recent study by Warwick University found happy employees are 12% more productive, and unhappy employees are 10% less productive. That's a 22% variance in performance!

The statistics are endless and continually reinforced by numerous clients of mine. Gigasavvy, a creative marketing agency in Irvine, developed a highly functional creative office space in a historic building, which improved company culture, productivity and morale, and recruitment; proof again that office space is evolving from an inconvenient cost of doing business, to an asset that, if tailored thoughtfully to the needs of people, can deliver a significant



Gigasavvy's creative office space

competitive advantage.

The more a space is customized towards its ultimate purpose, the more successful and efficient the business it accommodates will be. It's ultimately about the people. And creative office space in the original and real sense of the word, is what the workforce of the future wants.

### Stefan Rogers

Stefan Rogers is a Senior Vice President and Partner at Voit Real Estate Services, specializing in workspace consulting and occupier services. For advice on creative office space solutions and real estate strategies for your business, contact Stefan at 949.263.5362 or via email at [srogers@voitco.com](mailto:srogers@voitco.com).



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## PREMIER BUSINESS CENTERS: *Redesigned*

Premier's new flagship Beverly Hills location features an innovative open concept design with reception, casual meeting space and a well-appointed kitchen. Having this large, open space allows clients to facilitate co-working and networking events outside the confines of meeting rooms. Design elements such as polished concrete floors and rugged textures lend themselves to a professional, but relaxed environment. The finishes exhibit an organic, industrial look that seeks to capture modern design, using rugged texture and natural warm tones. Structural elements are turned into showpieces, achieving a look that seems unfinished, yet cohesive and chic. This new design allows Premier to meet the evolving needs of their growing clientele.



Premier is honored to make the Orange County Business Journal's Fastest Growing Companies list for the 5th consecutive year. We are excited to roll this concept out across our current portfolio in the next few years and our future locations as we continue to grow and hopefully make the lists for many more years.

- Jeff Reinstein, CEO



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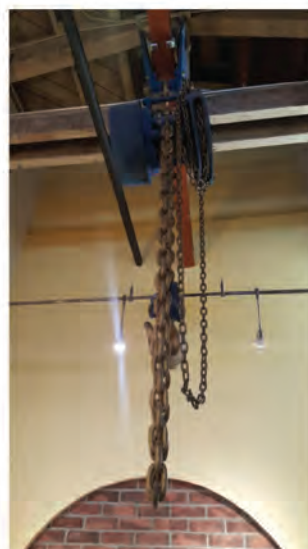
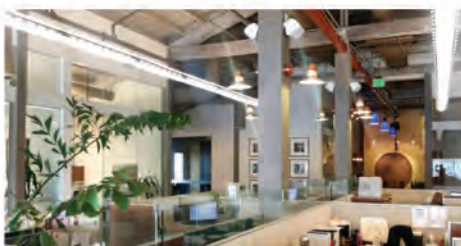


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### *Reuse verb*

*Transformation of product or building into a higher use. Also known as upcycling.*

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## DBaC

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their own. There is a desk, but it's more open and a lot smaller, upward from 5-by-6 feet. The activities it supports are e-mail, voice mail, and basic filing — touching down.

### Tip: Activity-Based Planning Is Key to Space Design

This line of thought addresses **planning buildings based on what people do**. So track your workers as they go through a typical day and plan accordingly. When employees come in during the day, the first thing they do is check e-mail and voice mail. After they've touched down, they might have a meeting. If it's not confidential, they can have it in the open conference space. If it is confidential, they can use a private enclave. To be productive and collaborative, workers have more activities to choose from. There is now space for a coffee bar, a library, a resource center, maybe a cafe, as well as all the little private rooms. Some clients have one whole wall of these pint-sized enclaves. Each room had a sofa, a desk, a chair, a laptop connection, and a phone connection.

**Trap:** It is changing, but there is still a misconception that open plan space will



be less expensive **overall**. The internal conversation with clients seems to be "fewer walls and no ceiling means less cost." While those costs do, obviously, go away they create other costs that need to be considered. Yes — drywall costs as they relate to overall costs are down, but soft costs are increasing due to designers using furniture to create spaces that used to be created by office walls. And yes — ceilings are coming out and cutting that cost, but remember that removing the ceiling creates additional costs also. Now that you don't have a ceiling you have to make attractive that area that used to be covered. So any cabling or VAV boxes you were hiding now has to be of a quality that can be exposed. And yes — we are now leaving concrete exposed but the cost of polishing that concrete to make it attractive is actually more than carpet.

With collaboration being not only a new work buzzword, but a new work model the creative space is here to stay for the near future. Failed productivity or inability to attract and retain employees is potentially vastly more expensive than a moss wall or a 75 percent increase in furniture costs. So design for the personality of the workforce today and buy your bocce sets now.

For more information, contact Bruce Asper, [Www.dbacinc.com](http://Www.dbacinc.com) IG: dbacbuilds

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