

Change

"If you want things to stay the same, things are going to have to change."

Who among us knew how substantially media, music, the recording industry, marketing, print, television and radio would change in a very short time when we first heard the Beatles?

Who would have guessed that Facebook would go from launch in 2004 to over 600 million members by the beginning of 2011? And more importantly, become such a significant a vehicle for social networking among such a substantial portion of our society?

Workplaces and learning environments can also be change agents for a cultural/ values migration dictated by the marketplace, new management, changing demographics, technology or recruitment/ retention objectives.

In recognition of a workforce that now includes four generations (Traditionals, Boomers, Gen X'ers and Millennials), while Traditionals still control over half of all Board Room seats in the U.S., PC's staff and visitors are increasingly Gen X'ers and Millennials. For these more self-reliant, informal, easily bored and techno-savvy users, knowledge work is more defined by time shared with others, not "time spent behind a desk." Additionally, these groups are more sensitive to nature than Traditionals and Boomers, making natural light distribution important.

Positively Cleveland wanted to enhance collaboration among staff and guests. So a new space allocation strategy downsized executive offices and incorporated more mobile and flexible environments that facilitated informal exchange, visual access to one another, collaboration and teamwork. A great variety of quality settings were incorporated for spontaneous interactions. Flexibility was delivered with demountable walls and mobile workstation components.

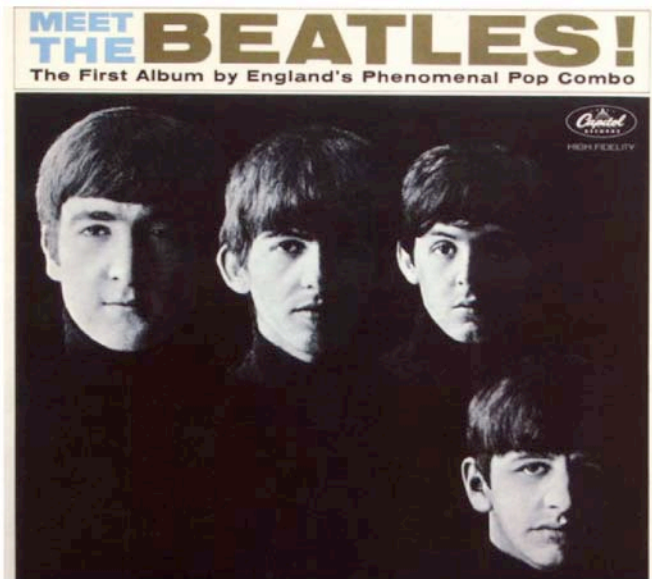
Collaboration spaces are varied, incorporating work surfaces in some areas, lounge seating in others, with technology tools, projection capabilities and displayed thinking elements in others. Even 10' x 10' offices have meeting tables and comfortable guest chairs.

"Eberhard Architects (LLC) transformed how we worked. They understood our demographics and our interest to move from a traditional hierarchical organization to a more collaborative one. And their design in both the individual and collaboration - meeting areas has successfully seen an explosion of communication and collaboration that has exceeded our expectations. Both our traditional and younger staff are very pleased with the results."

Darin R. Haines, former Vice President

Greater Cleveland Partnership/ Positively Cleveland
Cleveland, OH

*AIA Cleveland/ Cleveland Restoration Society Design Award
Publication: Properties magazine*



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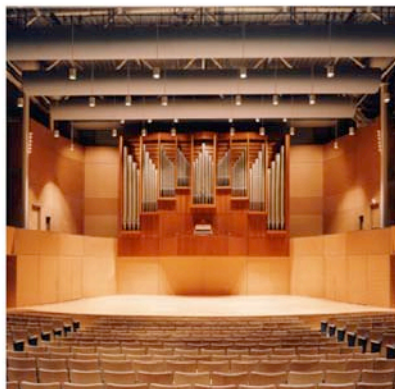
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