



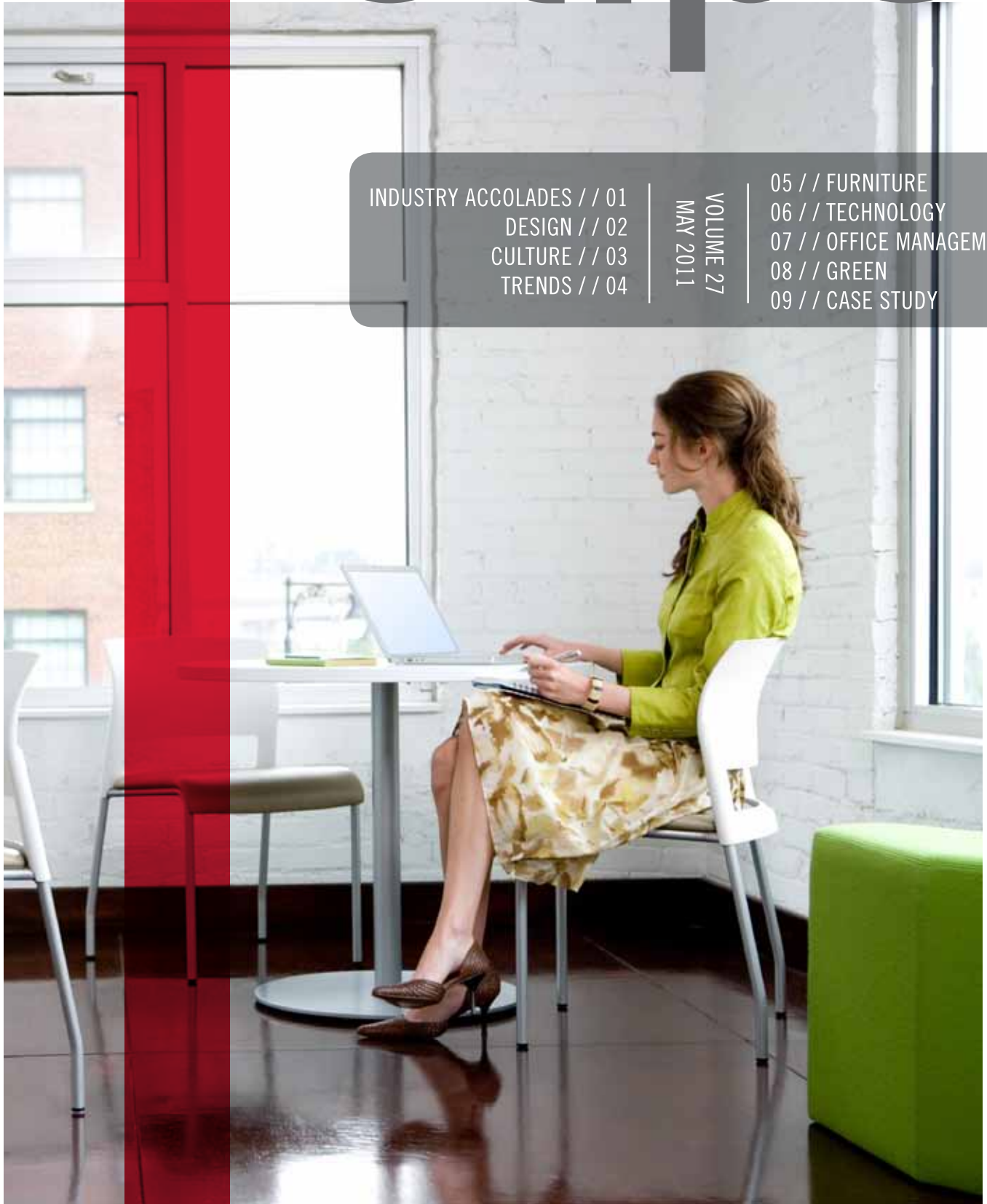
TARGET
COMMERCIAL
INTERIORSSM

Clips

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MAY 2011

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AND THE AWARD GOES TO...

At the 2011 Minnesota IIDA FAB awards, these two winners were recognized for their “Fresh, Artistic and Brilliant” design work in their respective categories.

We are proud to have provided furnishings that fulfilled the expectations of designer and client for each of these projects. And we salute the many firms and their work celebrated in our exceptional design community.

SMALL COMMERCIAL:

KNOCK Inc. Minneapolis, Minnesota

Design: Julie Snow Architects

Photography: Paul Crosby



CLIPS is a service provided by Target Commercial Interiors to help keep you informed of industry-relevant trends, issues and ideas. We survey the literature, summarize key articles and present them in a digest format for your convenience. Full text articles are available by contacting Megan.Sciera@targetinteriors.com.

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HOSPITALITY:

Hazeltine National Golf Club, Chaska, Minnesota
Design: Gunkelmans Interior Design
Photography: Susan Gilmore



Summary:

The current recession is causing building owners and their tenants to reinvent corporate office buildings to compete more effectively on a global scale.

Past articles have noted that corporate real estate managers are shrinking workstations and their firms' overall office footprint to stay competitive and reduce overhead costs. This piece, however, focuses design on the "pure innovation" in how office workers get their jobs done. Activity-based work, co-working, mobile officing and distributed workplace models are leveraging on the latest mobile technologies to transform the ideas of work and workplace. The authors point to recent research that reveals the global number of mobile workers will grow to 1 billion by the end of 2011, with the lion's share in Asia. The U.S. has the highest percentage of mobile workers, with Western Europe close behind.

This article notes that the biggest challenge for Building Teams is to adapt office facilities to the new work styles and technologies as quickly as possible. It references recent studies that show that top-performing companies have significantly more productive work environments than average companies. Top developers, architects, designers and building owners concur that workplaces with superior layouts, air quality, furniture comfort, storage and a balance of privacy for focused work and openness for collaborative efforts correlate directly with superior performance, productivity and profitability.

The authors discuss a number of economy-driven trends involving smaller work areas and multiple-use spaces created with "simpler material palettes,"

with office furniture systems rather than walls providing office special boundaries. They note that companies are asking for increased design flexibility to accommodate their mobile workforce with dual-line hoteling stations and more options involving remote desktops.

This trend toward resource conservation has resulted in more private office space being sacrificed for larger open-plan areas using workstations and, increasingly, European table-style shared desks that promote collaboration. Lobbies and reception areas are shrinking to provide more interactive and communal space, cafes and break areas are becoming the new meeting rooms and workstations are becoming more modular and community-oriented.

Readers are introduced to how interior architecture is evolving to support these changes, and a number of design solutions are used to illustrate important points. The authors also explore concurrent trends like sustainability and the greening of the work environment. Evolving furnishings and furniture are discussed with the "sea of panels" parting before modular furniture that accommodates different tasks and work styles under the new flood of sunlight. Technology's role is not forgotten, particularly the growth of high-end video conferencing and the productivity gains coming from new power and data connections and smart phone recharging ports.

The article goes into some depth in its discussion of new flooring, ceiling treatments, lighting and finishes and fabrics, and elevators. It rewards diligent readers with a link to a quiz on the article and gives those who pass 1 AIA/CES credit.





Creating Culture Through Conversation

Anonymous. *T + D (Alexandria)*; April 2010, v64 i4 p112.

Summary:

This article gives readers an overview of how a rapidly growing company with inconsistent processes from city to city and state to state achieved overall corporate culture integration. The author discusses the steps taken by the company as it:

- **Created an internal brand** for the cultural integration effort, complete with descriptive title, logo and employee involvement and buy-in;
- **Developed organizational leadership** through training, coaching and the creation of important HR tools; and
- **Encouraged employee support** and accountability in the effort to make a cohesive company out of the sum of its parts.

The culture that emerged was built one conversation at a time by uncovering assumptions and communications filters, allowing truthful dialogue to emerge around key issues. The result was a corporate culture that both management and employees invested in and believed in and the best business year in the company's history.

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TRENDS

The Future Of Workspace: R.I.P. Cubicles

Anonymous. *Mail Today (Delhi)*; March 28, 2010, p1.

Summary:

This article is based on a recent report, titled “Agility @ Work,” by Regus Group and Unwired Ventures that surveyed the collective insight of successful global organizations like Barclays, Nokia and the BBC. The report highlights six growing trends in the workplace. These six “predictive factors” are each addressed by corporate strategies that together will enable proactive companies “to cut the working cost per employee by more than half.” The factors are:

4

CLIPS



Culture and Workstyle

Teleworking and other forms of remote officing will continue to grow. Companies are advised to embrace the flexible workplace concept by moving away from management by physical supervision to a results-based approach that empowers employees by delegating to them the operational details of their work.



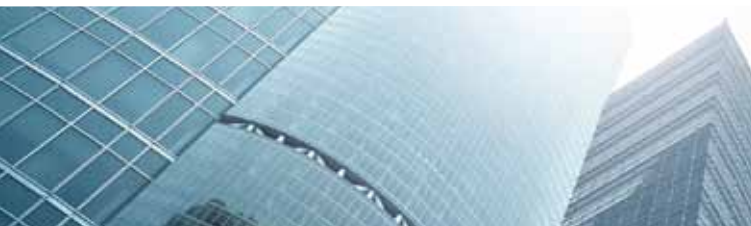
Transport

An average 80 minute commute each day makes work-life balance difficult to achieve. Successful companies will cut down on employee travel requirements by developing “polycentric work environments” and accelerating the adoption of new technology.



People

For the first time in history there are four generations of employees at work. Companies are advised to carefully profile the needs of each to increase efficiency and productivity. The article envisions this as a stopgap measure until the arrival of the Net-Gen, still in school, who are the first to live online and “fully embrace and exploit the virtual workplace in its entirety.”



Real Estate

Real estate costs will continue to rise, causing companies to abandon the idea of a complex of offices in different cities for a single, thinly manned central office and an array of remote employees sitting in home offices and café-styled environments.



Technology

New technology will enable the real estate environment envisioned in the fourth factor above. Better wi-fi technology is expected soon, as are improved devices and unified software interfaces that provide telephony and messaging to a person, not a desk. All of these are expected to make the “work anywhere” model a reality.



Cubicle Sustainability

Two major contributors of carbon emissions are commercial buildings and commuting to those buildings. The first five factors above will have a big impact on sustainability that the article says will grow as more and more businesses begin to implement Agility@ Work.



FURNITURE

Funky New Furniture Line Encourages Collaboration

Jaelyn Trop. *Detroit News (Detroit)*; March 25, 2010, pB4.

Summary:

Readers are introduced here to a new office furniture line by Steelcase that “repurposes the pleasures of repose – including park benches, café umbrellas, picnic tables and campfires – for modern office life.” This new line, called “Campfire,” includes seven pieces priced from \$250 to \$1300 that are targeted toward small business owners.

The sleek, brightly-colored line ranges from a moveable screen of steel and polyester fabric that can quickly cordon off a meeting space to a waist-high kitchen-table-like meeting spot, complete with an oversize lamp akin to a café umbrella that serves to focus conversation.

Campfire is available through Steelcase dealers and at www.store.steelcase.com. The author notes that it’s priced to appeal to small business owners unready to invest in more professional furniture collections but looking for bright, professional pieces that work hard to encourage teamwork and ignite brainstorming. The physical impact is designed to encourage communication and productivity while the comfort level emulates the feel and atmosphere of small group interaction at home.

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TECHNOLOGY

Wireless Charging For The Masses Arrives At CES

John Laposky - *TWICE (New York)*; January 18, 2010, v25 i2 p34.

Summary:

This article explores the prominent place of wireless charging solutions at the International Consumer Electronics Show in Las Vegas, focusing on large player Powermat, which unveiled a wide range of new wireless charging solutions based on its proprietary charging technology. In addition to the more than ten new phone models from companies like Blackberry, Nokia and Motorola that debuted with built-in Powermat charging, the author was impressed with Powermat's new battery case receiver that instantly upgrades most cell phones to wireless charging with no change to the phones' ergonomics or design. Also extolled are the company's new single, double and triple position mats, receiver bundles and car chargers.

Another proprietary technology discussed is that of Pure Energy Solutions, which partnered with Kimball Office to embed its "WildCharge Grommet" charger in office furniture. Designed to fit into the standard-sized furniture grommet hole already existing in most desks and work surfaces, The Grommet supports a variety of WildCharge-enabled devices ranging from cell phones to netbook and notebook PC's. The author singles out their new 120-watt desktop pad that can simultaneously charge more than 20 cellphones or low-power devices.

This article also notes new product launches from companies like Fulton Innovation, Duracell and Texas Instruments and includes a list of new portable recharging devices and their prices. Notes one expert quoted here, this rapidly expanding range of products represents "an enormous opportunity to expand wire-free charging to offices, hotels, universities and other places where people gather and need immediate power for many devices."

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CONFIDENTIAL

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OFFICE MANAGEMENT

Author Advises Keeping No Secrets From Employees

Victoria Everman. - *The Enterprise (Salt Lake City)*; March 22, 2010, v39 i41 p1.

Summary:

In today's turbulent economy many employees are anxious and distracted. Are layoffs coming? Will the company survive? Most high-level executives have a good picture of the state of their industries and the health of their companies but aren't sure how much to tell their employees.

The answer here is "the more the better." This article explores the insights of bestselling author Quint Studer, whose latest book *Straight A Leadership: Alignment, Action, Accountability* touches directly on this issue. Mr. Studer is a disciple of transparency, reminding us that, "We share information with employees for a couple of reasons: one, it's the right thing to do, and two, it's good for business. And most companies can use every possible edge these days."

Readers learn that employees generally assume the worst if they don't hear from leaders. Without knowing what executives know about the sometimes volatile forces that affect the company and its bottom line, the actions they take can appear to the troops to be ill-advised, unfair or quite simply inexplicable. A communications vacuum will always create speculation to fill the void, sometimes offered by those with hidden animus toward particular managers or to the company itself.

Transparency, on the other hand, allows for a controlled, consistent message to reach employees, customers and other important constituencies. Employees then can begin to understand what's required of them and why, and the energy that once was wasted on harmful speculation and anxiety can be redirected toward collaborative effort fueled by a shared sense of urgency. Transparency also results in greater retention of a company's innovators, who are particularly averse to atmospheres of secrecy and uncertainty. These high-performers want to be respected and valued for their problem-solving abilities and they often have other workplace options even in the worst economies. Best of all, notes the author, employees are the very people most likely to come up with solutions, for which, of course, they'll have instant buy-in.

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The article ends with a caution that "transparency is a way of life, not a stop-gap measure." Fed by openness and constant communication, transparency shapes a company's culture for the better and drives results in the best and worst economies.

GREEN

Where The Green Things Are

Alan R. Earls. *NFPA Journal (Quincy)*; November/December, 2009 v103 i6 p49.

Summary:

Green roofs help reduce a building's carbon footprint through improved insulation, absorption of rainwater runoff and freshening the air. Rising energy costs, improved technology and government incentives have fueled the popularity of green roofs. A recent report issued by advocacy group Green Roofs for Healthy Cities (GRHC) claims that over 3 million square feet of green roof projects were completed in 2008, largely on commercial or institutional buildings. Many municipalities from New York to Portland, Oregon are implementing legislation encouraging or requiring green roofs on certain types of construction. When coupled with rooftop photo voltaic (PV) arrays or wind turbines, well-placed PV roofs can generate all a building's electrical needs and even return electricity to the grid.

This article heralds these positive outcomes from green roofs but cautions readers about growing safety concerns. The author notes that PV systems have been involved in a number of fires in recent years, with at least one vegetated roof in Germany even collapsing due to a failed drainage system. Readers are cautioned that roofs built to existing code are not necessarily safe and that special attention must be paid to including the weight of the roof itself with the anticipated load of plants, people, snow, water and electrical equipment. Notes one expert here, "A green roof is a dynamic system, and it's not always clear how things might work in the real world and there's no body of experience indicating how to monitor green roofs over time."

The author explores "factors of change and neglect" that can lead to under-maintained green roofs. He also warns readers to be wary of products installed "after market" rather than as an integral part of the design and permit process of a building and explores the potential problems with pv panels themselves. He notes that there are no current national standards that regulate green roof design, although a number of groups like ASTM International and the National Contractors' Association are in the process of releasing new design criteria for such systems.

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The factors involved in evaluating green roof systems and design are discussed, as are ongoing efforts by insurance companies to issue testing protocols before insuring such structures. The article ends by noting the potential fire retardant characteristics of well-designed green roofs and suggests that research efforts will help to improve design and monitoring efforts. Interesting article sidebars include a case study of a pv system fire that resulted in a life-threatening shock suffered by a fire fighter when a pv system discharged through a chain link fence during a fire.



Chicago's City Hall (above) was the first municipal building in the U.S. to feature a green roof. Today Chicago leads the nation in green roof development.



Hillcrest School

The Shawano, WI school district and their architects, Somerville, engaged Target Commercial Interiors to provide interior design services for a new elementary school construction, and the renovation of an existing school. Their desire for LEED certification meant all materials had to meet strict requirements – no VOC's in paint and adhesives, recycled content in flooring and cabinetry, and fabric with recycled material.

All furnishings and floorcoverings were specified to meet these criteria, ordered and installed by the Target Commercial Interiors team.

LEED Gold is the badge they will earn for their buildings, but environmental responsibility is the driving force behind the district's pursuit of certification.

Architect: Somerville
Photography: Philip Weston



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