


The Business of Furniture | February 12, 2020

BOF

The logo consists of the letters 'BOF' in a large, white, serif font. The letter 'O' is replaced by a red circle containing a white silhouette of a person sitting at a desk with a chair.

**Designing for Icons:
EQ Office Owns and Manages Some of the
Most Renowned Buildings in the World**

BoF

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HIGHLIGHTS

10 **UPFRONT: USM Joins the Billionaire Boys Club**

USM has been chosen to create the structure and provide furniture to display The Billionaires Boys Club (BBC) designs at a pop-up shop in the newly opened Galeries Lafayette in Paris.

20 **IMM Cologne: A Review**

While outdoor furniture may typically be thought of as purely practical, launches in Cologne proved style and comfort could be factored in too.

<Cassina at IMM Cologne

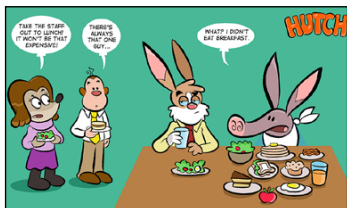
40 **New Bill Proposed in New York is For the Birds, Really**

Associate the word safety with a big city and one might be concerned about their own safety or human safety in general, but do you ever think about bird safety?

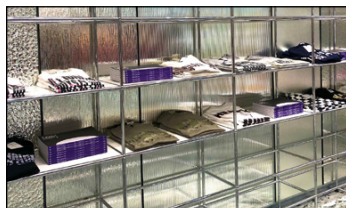


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10 | Upfront



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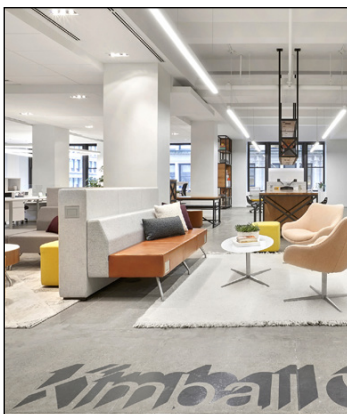
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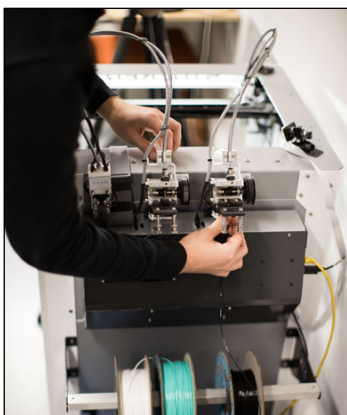
12 | Kimball Sales Decline on Brand Realignment

All verticals reported orders growth in the quarter with hospitality leading at 31%. The growth within the hospitality vertical was attributed to the robust Las Vegas market.



14 | INDEAL Holds Supplier Council in NOLA

INDEAL is the largest purchasing organization of its kind in North America and the only one focused exclusively on the needs of the aligned contract dealer.



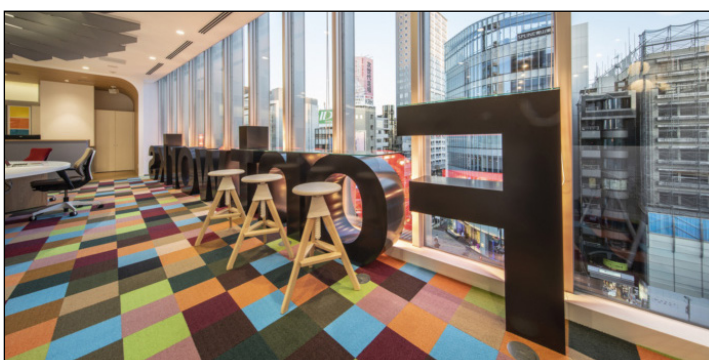
18 | Plumen x Batchworks Lampshades Debut, Highlighting Sustainability

London-based design companies Batchworks and Plumen have partnered on a collection of five 3-D printed lampshades using plastic recycled from water bottles and other sources of plastic pollution.



36 | Designing for Icons: EQ Office Owns and Manages Some of the Most Renowned Buildings in the World

Today, the workplace is focused on the humans who use the space and the generation of ideas, which is a seismic shift.



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The Business of Furniture



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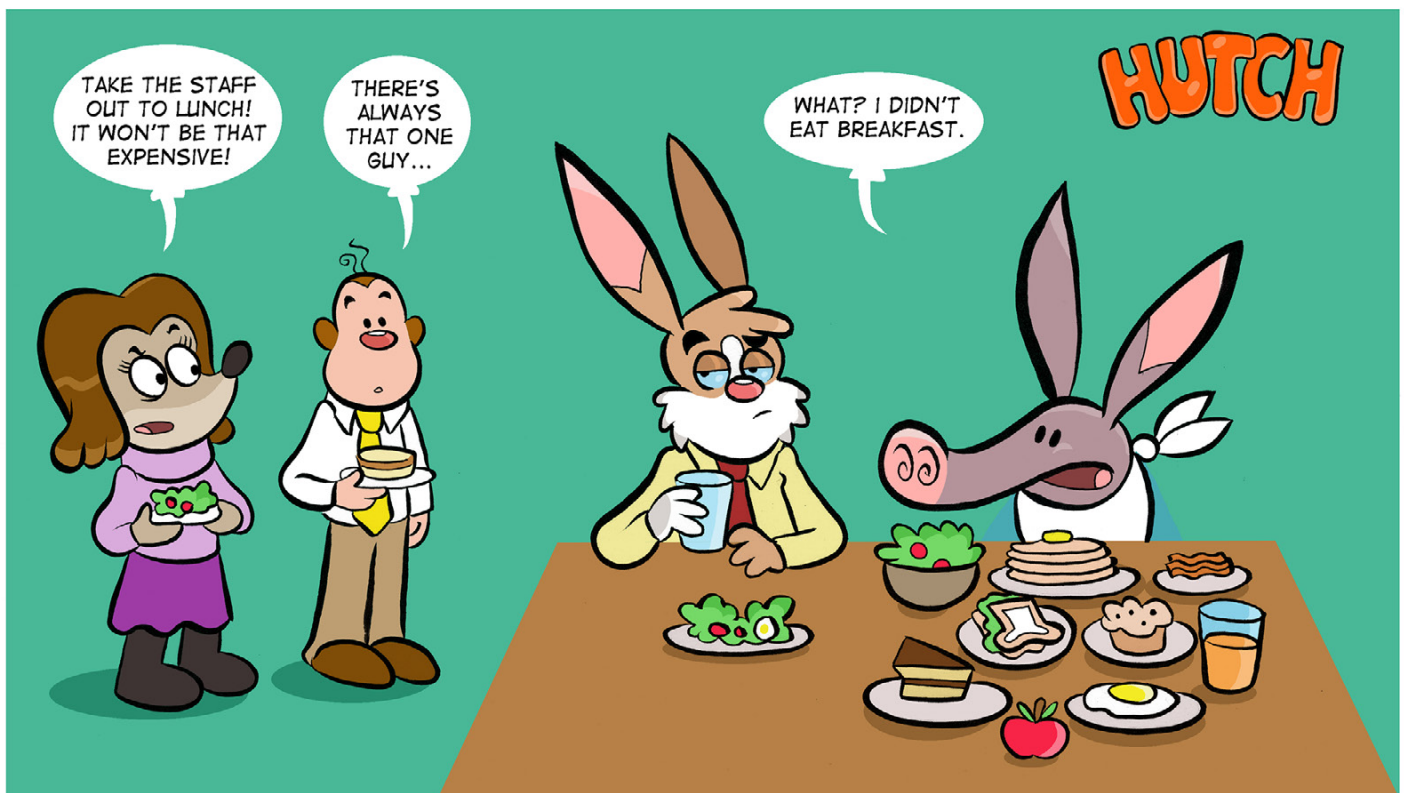
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Business of Furniture and *Workplaces* magazine are the go-to sources for keeping you informed about everything that is happening in the industry. From trends that affect your bottom line, to new products that will help your customers work better, to stories that will help you run a better, more informed company.

ROB KIRKBRIDE, EDITOR-IN-CHIEF



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REAL ESTATE

Designing for Icons: EQ Office Owns and Manages Some of the Most Renowned Buildings in the World. Here's Some Secrets to Its Success.

MANY CORPORATIONS ARE LEANING TOWARD MAKING WORKSPACES MORE HOLISTIC FOR THEIR EMPLOYEES.

by Stef Schwalb

Headquartered in Chicago with 11 locations across the country, EQ Office (Equity Office) has a history of working with iconic clients. From Boston and New York to Nashville and Denver, to Seattle and Los Angeles, in their pursuit of designing the ideal workspace, the company has overhauled large, iconic buildings and collaborated with partners such as Airbnb, Morgan Stanley, United Airlines, and the Willis Tower. As a real estate investment company, EQ Office works in partnership with leading business clients to find, design, and manage workspaces where employees and employers can thrive. The company's focus has been molded by what tenants need and want in the physical spaces in which they work. To succeed in each project, the company has kept close tabs on how the workplace continues to evolve propelled by younger generations who have entered the workforce and demanded that greater flexibility become more commonplace.

“Historically, workplaces were designed as monuments to the corporation—statements of power with marble and granite meant to impress the observer. Today, the workplace is focused on the humans who use the space and the generation of ideas, which is a seismic shift,” explains Charlie Hobey, managing director, product and operations, Equity Office. “To generate ideas, organizations need to attract talented people who believe that they can be a part of something bigger. For EQ Office, this has created an opportunity to rethink the ways we create office spaces that inspire talented people.”

Many corporations are leaning toward making workspaces more holistic for their employees. Some are even adding in elements associated with more hospitality-oriented spaces; these factors have impacted EQ Office's client work in a practical sense when matching office spaces to client requirements.

“Previously, there were firm lines that separated work and life, but those lines have blurred significantly. That means that rather than creating spaces for work, EQ Office is laser-focused on creating an experience for office employees—focusing on how space feels, activates, and performs,” Hobey said. “Across the board, we work with our customers to develop bespoke environments that not only meet the evolving needs of today's workers but also inspire them.”

*Charlie Hobey*

One example, notes Hobey, was in a repositioning project at Playa District, a 1.4 million-square-foot office campus in Los Angeles. Completed in 2019, the challenge was to transform the space to deliver a modern workplace experience for aspirational companies of all types.

“We ultimately looked to the Southern California lifestyle for inspiration and developed an agile campus built for collaboration and community, with flexibility for growth and thriving indoor and outdoor social spaces,” he explains. “The end result was the world’s first truly agile campus that partners with companies to help them thrive.”

The project features amenities such as a café/bistro, a farmers market, food trucks, fitness center/shower facilities, communal workspaces, outdoor work/meeting spaces, an outdoor park, activity centers, and more. It’s also dog-friendly, has an electrical charging station, bike lockers, and storage, easy access to the 405—plus, it is Playa adjacent.

When it comes to projects that have exceeded expectations, Hobey points to EQ Office’s current work leading the most substantial transformation in Chicago’s Willis Tower’s 43-year history.

“When the Tower was built in the 1970s, it was the corporate headquarters and symbol of Sears. Today’s Willis Tower is a place where more than 15,000 people from multiple companies come to work each day. We’ve made a conscious effort to transform the Tower into a space that inspires workers,” he said. “The repositioning includes adding Catalog, a five-story



immersive neighborhood experience with 300,000 square feet of new retail, dining, and entertainment spaces. The Tower's transformation also adds 125,000 square feet of tenant exclusive amenities and a 30,000 square-foot outdoor deck and garden to the building. The Tower's occupancy rate has increased throughout the repositioning projects, as new tenants have indicated the renovation played a role in their decision to relocate to Willis Tower, and existing employees are also thrilled with the new offerings."

As of press time, Willis Tower also just became the largest office building in the United States to become LEED certified.

As we enter a new decade, the biggest trend Hobey anticipates in the commercial real estate space involves the impact employees working outside of the office will have on themselves and their employers.

"One of the biggest shifts for employees and employers alike this decade will be the prevalence of remote work. For employers, offering remote work options allows them to attract another segment of the workforce, such as parents. For employees, working remotely removes geographical barriers that previously may have kept people on the sidelines," concludes Hobey. "To address this trend, property managers will need to focus on both employers and remote workers to develop spaces where they can connect, whether it's more flexible leasing options or open lobbies." **BoF**