



**ELECTROLUX NORTH AMERICA, INC.**

Corporate Strategies



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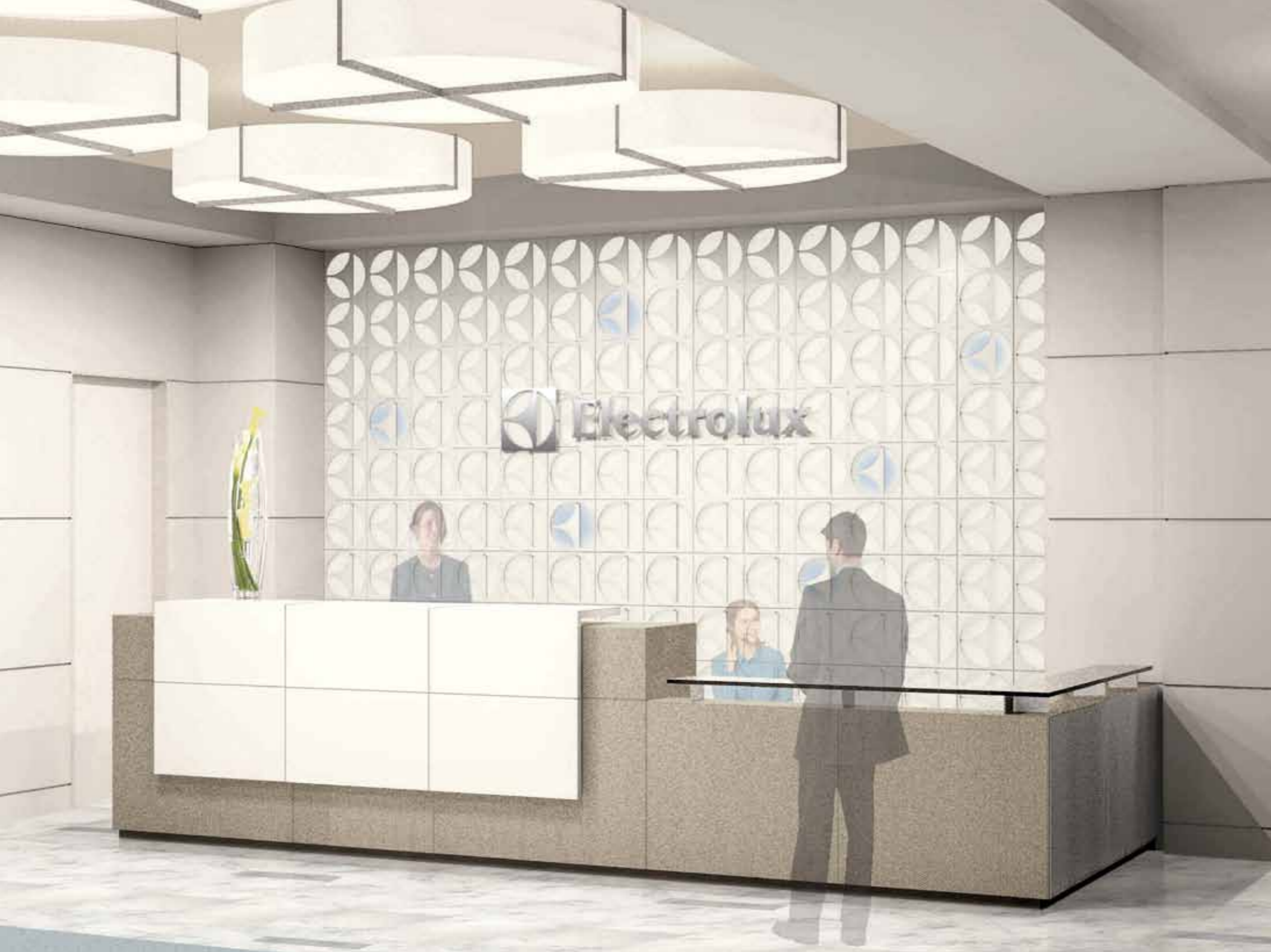
## Corporate Strategies

First in a series of LS3P Enhancing Client Strategies<sup>®</sup> case studies.

This case study focuses on the design of efficient well-branded workplaces for Electrolux North America, Inc.

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## INTRODUCTION

Electrolux employees occupied facilities across multiple states. Although the employees accomplished incredible feats of design and engineering, they required a more effective work environment to accomplish their cultural goals, mainly ‘Design Innovation’ and ‘Consumer Branding.’ Employees weren’t able to cultivate and share market knowledge, identify and develop products and brands. The geographic boundaries did more than just isolate, they stifled intellectual development, potential product synergy, and bottom-line profitability.

In a global economy, the consolidation of a regional headquarters may seem unnecessary. However, at the heart of its corporate goals, Electrolux strives to identify social trends and needs to which products can be tailored. These goals are best met when the workforce can benefit from submersion in their unique culture instead of being isolated and dispersed. In the hearts and minds of the employees, the ill-focused communication between multiple workplaces caused them to look at their products individually, ignoring their overall mission statement and brand strategy.

The outcome of the design process for the company’s consolidation served the needs of the employees and the goals of Electrolux. The new North American Corporate Headquarters along with the R & D Technical Center focused on brand-wide understanding and development through collaboration. Electrolux is recognized as a “Thoughtful Design Innovator;” their facilities seek to encourage connections between employees and consumers.



## CONTENTS



STRATEGIC VISIONING



ENHANCING CLIENT STRATEGIES



STRATEGIC PLANNING



## STRATEGIC VISIONING

The visioning process began with the exploration of existing conditions and opportunities in the current spaces for a better work environment. This led to a prioritized vision of the wants, needs and dreams for the Electrolux North American Headquarters. The envisioned interior design and architecture needed to exhibit the functional style and branding strategies of their Swedish parent with a sleek, modern and iconic aesthetic. LS3P ASSOCIATES LTD. was first commissioned to identify opportunities and design the refurbishment and interior upfit of an existing 220,000 SF building.

Electrolux came prepared with a concept to identify the different user groups into neighborhoods named for the different cities where their market is significant or Electrolux is represented. The existing building became the neighborhoods of Stockholm, London, New York, Tokyo, Shanghai, Mexico City, Johannesburg, Sao Paulo, Venice, Sydney, Cairo and Mumbai; St. Petersburg and Barcelona are added with an expansion, and Charlotte at the Technical Center. They asked for a fresh, hip space, the design team coined "FRIP." The bones for the spatial concept existed. LS3P brought the "FRIP"

Between neighborhoods in the headquarters are Bridges. These areas house shared auxiliary spaces, core functions, a galley break area and the e-Studios. These e-Studios are where collaboration happens. Upfitted with the latest in collaborative "tools," the areas become a gathering space for communication between groups or a place to get away from your work space. Collaboration was our programmatic watchword and extended beyond desktops allowing impromptu workspace for both employees and customers.



Before



LS3P Visioning Concept

## RECEPTION

To eliminate the existing stoic bank image, the reception area was altered to remove the conservative finishes and feel of the space. The goal was to refresh the space and create a dynamic environment that portrays the design vision of Electrolux. The reception desk was updated in a minimalist style. To welcome employees and guests alike, and to reinforce the brand, a warm, glowing Square "e" logo wall illuminates arrival.

Photo by Tim Buchman 2010





Before

### WAITING

The seating area provides juxtaposition to the crisp white of the overall space by introducing color inspired by the Electrolux brand. The seating in the waiting area is grounded by a custom rug, complimented by the deep color and texture of the seats and fabric wall panels beyond. To highlight the difference in height between the 2 ½ story entry and the one story waiting area, oversized lighting, inspired by the interior of appliances, was inserted into a coffered ceiling area above.



LS3P Visioning Concept



Photo by Tim Buchman 2010



Before

## GALLERY

When you leave the lobby, you enter a grand hallway, two-stories tall, flanked by windows and fabric paneled walls. It is at this point that the mood shifts from the lobby's Modern Minimalist style and the space begins to reveal a new energy and vibrancy. This culminates in the illustration of the effervescence of Electrolux. Cool. Fresh. Hip. The colors are saturated and textures are simple. The upper barrel vault is painted pale blue to add interest, lightness to the space, and to mirror the flooring below.



LS3P Visioning Concept

Photo by Tim Buchman 2010





Before



Neighborhood Hoop Design

## NEIGHBORHOODS

The open office concept was present in the space, however the spaces were cold and the furniture induced isolationism. The furniture was refinished, brightened in an anodized aluminum color, some glass tiles replaced solid and worksurfaces were warmed with new maple in a nod to Scandinavian design. It was also organized to promote collaboration between workstations and across aisles. Each open office carries a unique 'neighborhood-name' and corresponding accent color illustrated in fabrics, signage and wayfinding.



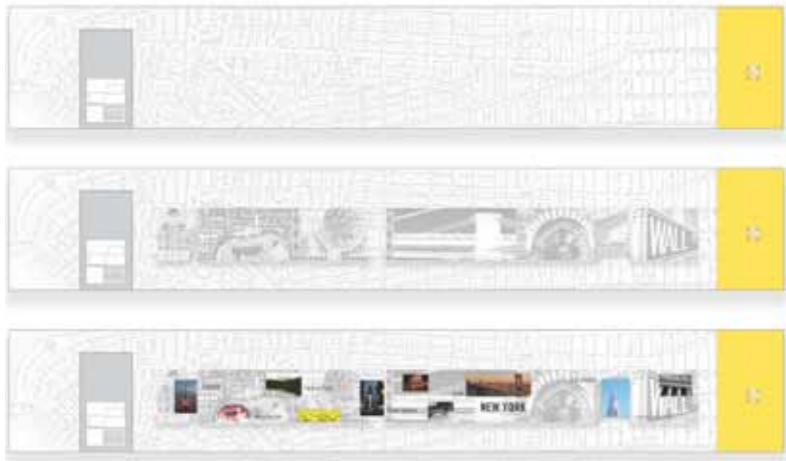
Photo by Tim Buchman 2010



Before

## BRIDGES

The interstitial spaces between neighborhoods are called 'bridges' and present opportunities to enhance and educate the employee experience. Each bridge is named for its adjacent neighborhood, displays the same accent color and introduces graphics from the neighborhoods wayfinding 'hoops.' This new passage is more appealing and inspires conversation about the company's global reach.



LS3P Visioning Concept

Photo by Tim Buchman 2010





Before



LS3P Visioning Concept

### MEETING SPACE

The former tenant required a different level of space/enclosure that did not meet the goals of Electrolux. The most obvious example was in the private nature of meeting spaces. The conference and meeting rooms were very utilitarian. Here, we opened the former concealed meeting spaces and made them more inviting, collaborative and accessible. The aesthetic of the e-Studio concept was to feel comfortable without also becoming a lounge. They are spaces for flexible working, either as a team or as an individual.

Photo by Tim Buchman 2010





Before



LS3P Visioning Concept

### ACTIVITY ZONE

In the e-Studios, a mix of seating heights create zones for different activities. High tables near glass marker boards encourage group participation in design-related activities. Low tables encourage small group work sessions. A bar-height counter against a tackable fabric wall provides a zone for individual analytical work. Wireless access and powered furniture also allow for plug-and-play accessibility.

Photo by Tim Buchman 2010





Before



LS3P Visioning Concept

## DINING

The existing dining room was best described as dark, concentrated, and tight; it was a complete contrast to the strategic goal of the renovation. By merely removing a private dining room, creating a new ceiling plane, and painting walls in a crisp white, the dining room was seemingly opened up. Carpet was replaced with a vinyl 'maple-esque' flooring and the seating/tables feature reflective surfaces enhancing the throw of light. Subtle textures and patterns were used creating a smooth, sophisticated environment.

Photo by Tim Buchman 2010



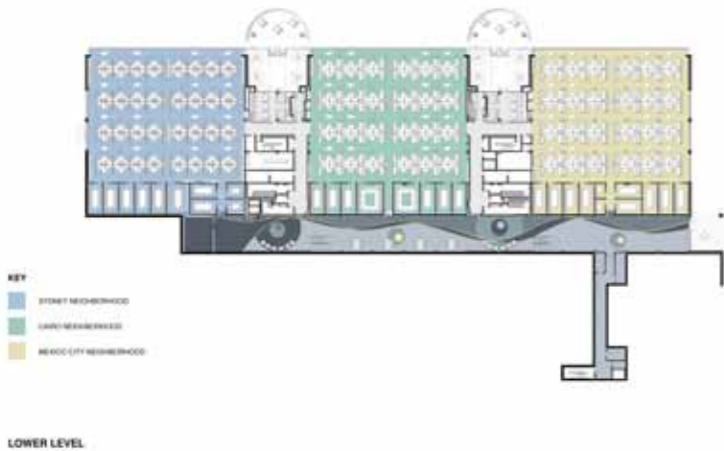


## ENHANCING CLIENT STRATEGIES

With only 140 calendar days from start of design until employees sat down to work, a complete realization of Time, Cost, Material and Value was integral to the client's Strategic Vision. BIM (Building Information Modeling) aided in meeting the aggressive schedule, as did the formation of a integrated 'design team' including representatives from Electrolux, LS3P and Lincoln Harris.

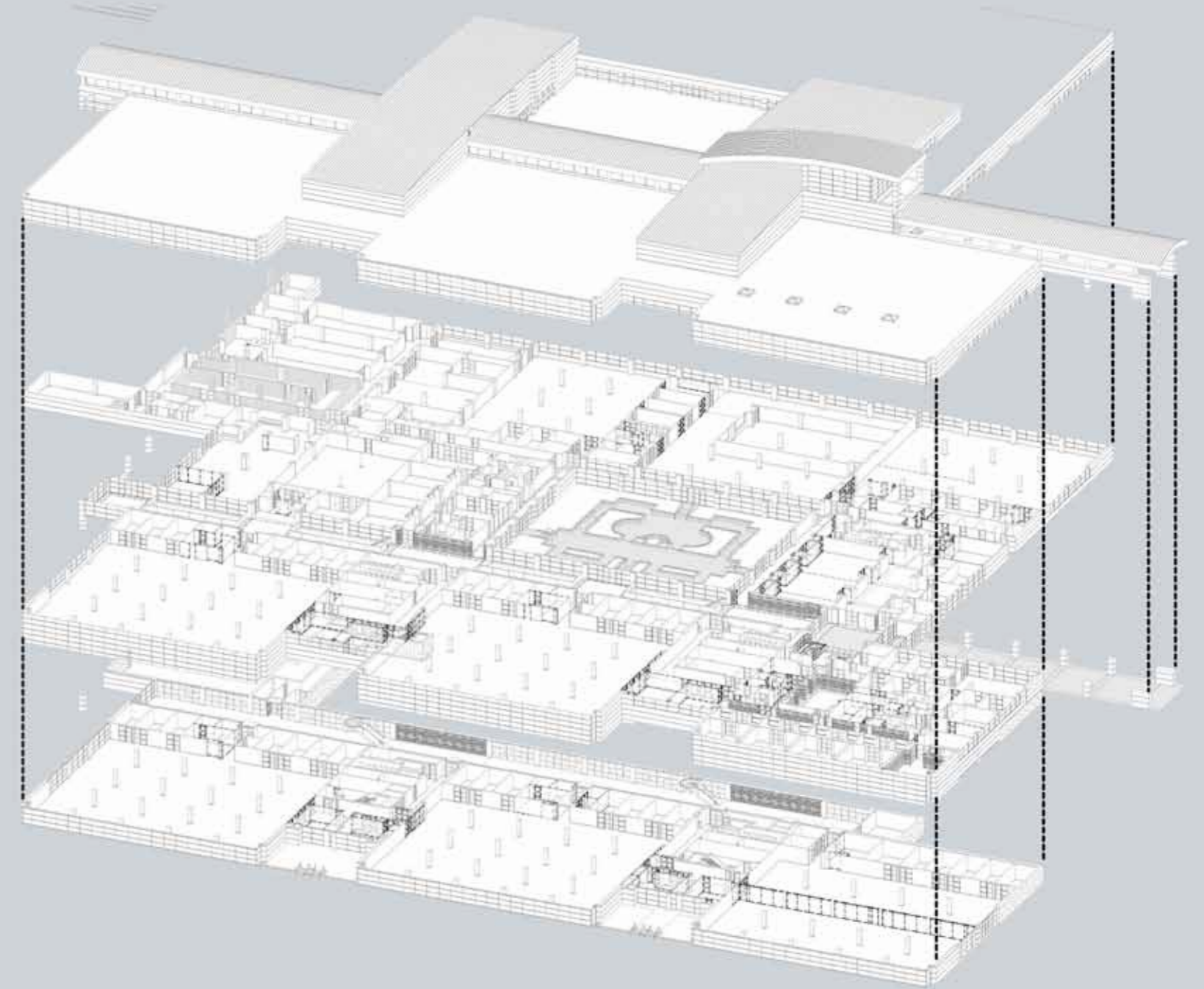
Through BIM, photo-realistic perspectives allowed us to convey design concepts. These views permitted Electrolux to understand schematic intent and the design team to make changes quickly. These perspectives and axonometric views also became part of the contract documents, enhancing the general contractor's understanding of the scope of renovation - beyond typical conflict mitigation - illustrating design intent of an inherently complex renovation. In addition, materials and equipment were tracked for lead time and budget costs and alternate products were identified during the design phase which eliminated loss of time associated with additional research and review.

During the final stages of the renovation, we began the planning and design process for an offsite Technical Center. BIM technology was implemented in many of the ways it was used in the renovation and allowed the Electrolux team to understand interrelationships and complexities of their testing systems. The Electrolux commitment to their Strategic Vision also extends to the Tech Center, creating an environment supportive of the staff and operations within.

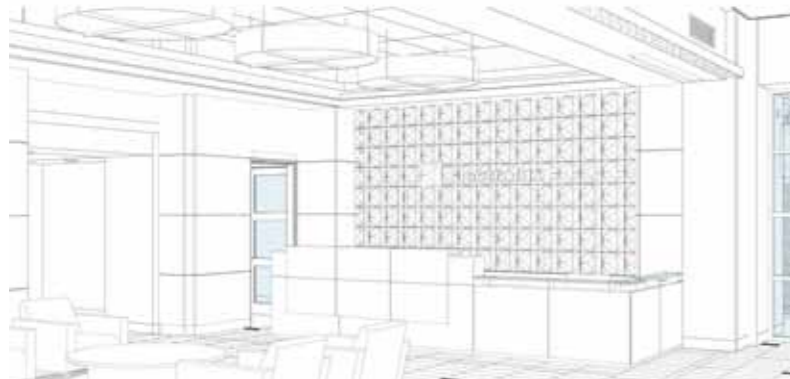


## PROGRAMMING

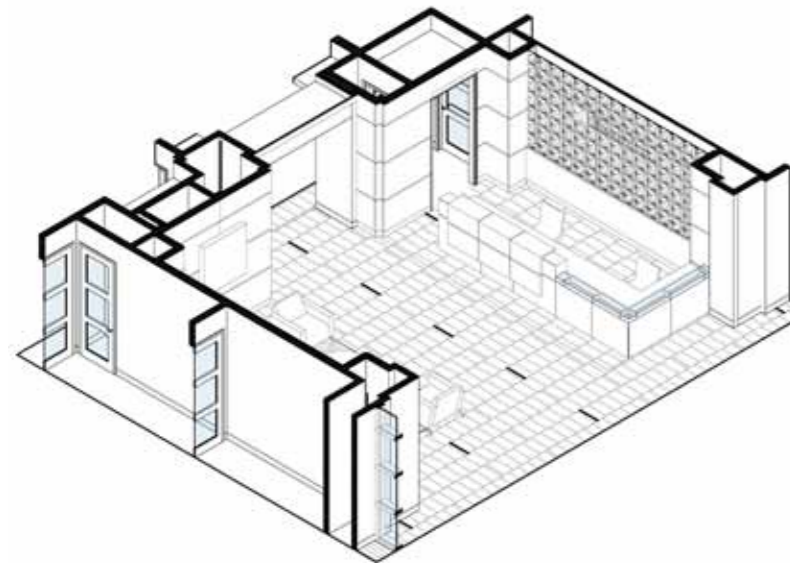
Early programming determined which spaces required the most renovation and what areas of the existing building were contradictory to the day-to-day operation of Electrolux. Fewer private offices converted into more conference rooms and the former tenant's expanded training facility was cleared to become a showroom for residential and commercial appliances.



Stacking diagram



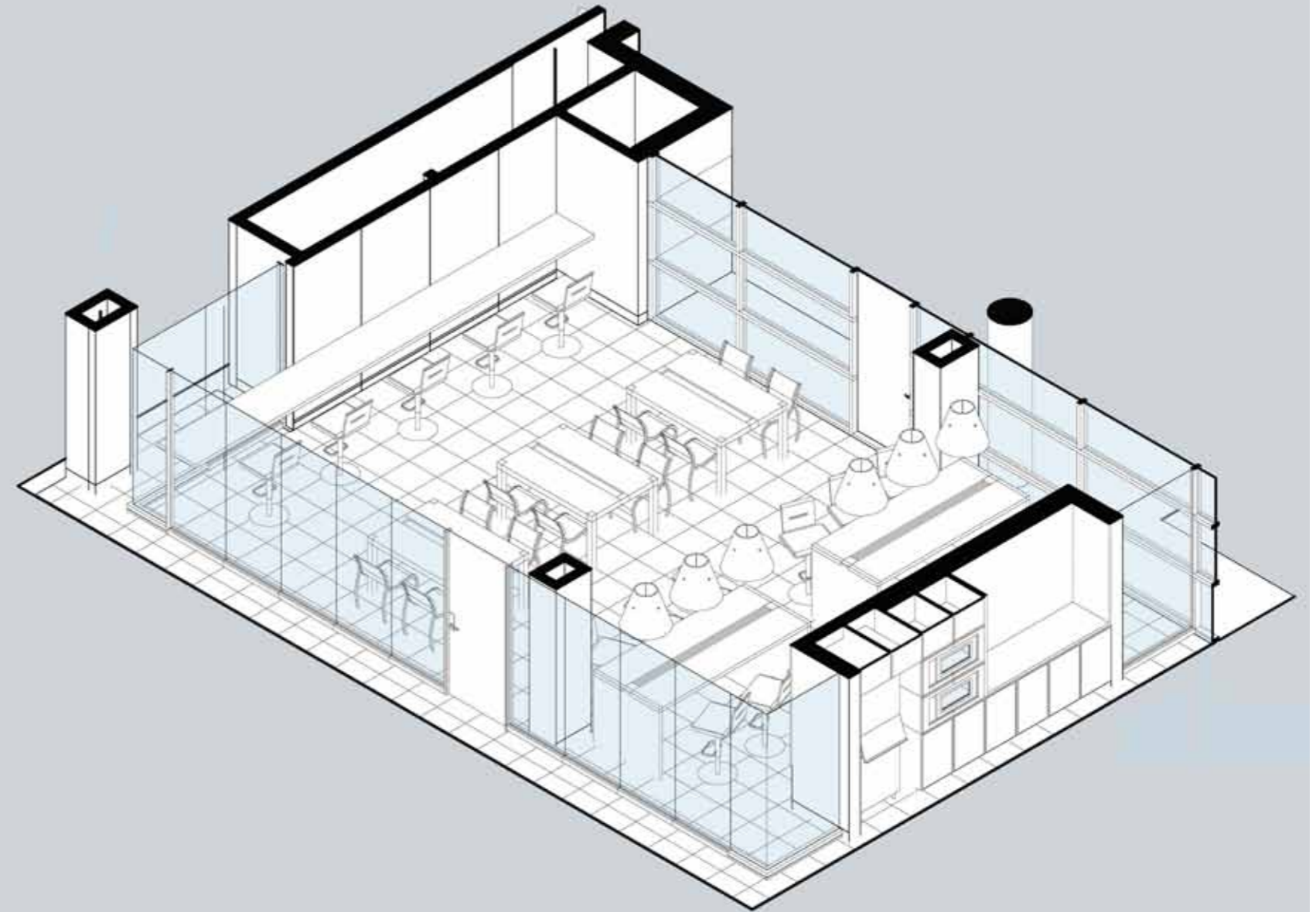
Perspective of Reception



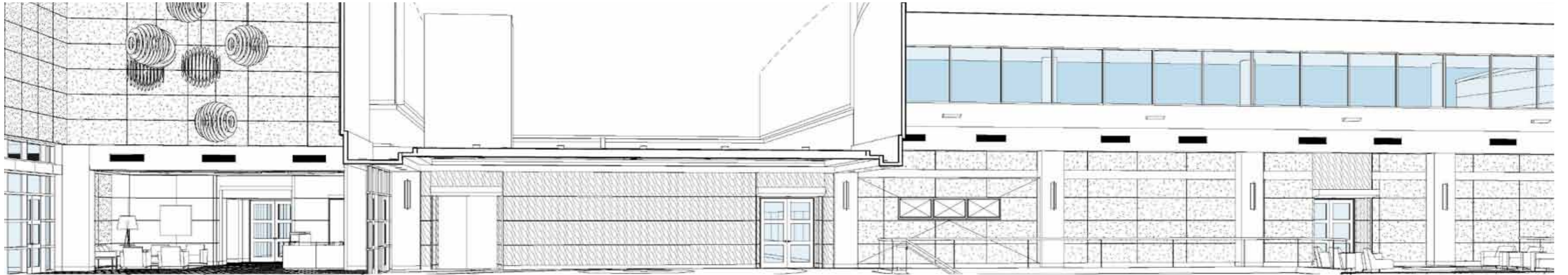
Isometric of Reception and Waiting

## BUILDING INFORMATION MODELING (BIM)

Plans and elevations are a standard practice for illustrating our work. With BIM, we were able to provide perspective and axonometric views as part of the Construction Documents in order to illustrate design intent and explore the complexities of the renovation. BIM also aided in the exploration of the furniture design and placement. Test fits illustrating the effects of table height/arrangement were useful in identifying client needs. BIM allowed us to track quantities, eventually creating lists which became integral to the ordering process.



Isometric of e-Studio



Perspective of Upper Gallery • North



Perspective of Upper Gallery • East



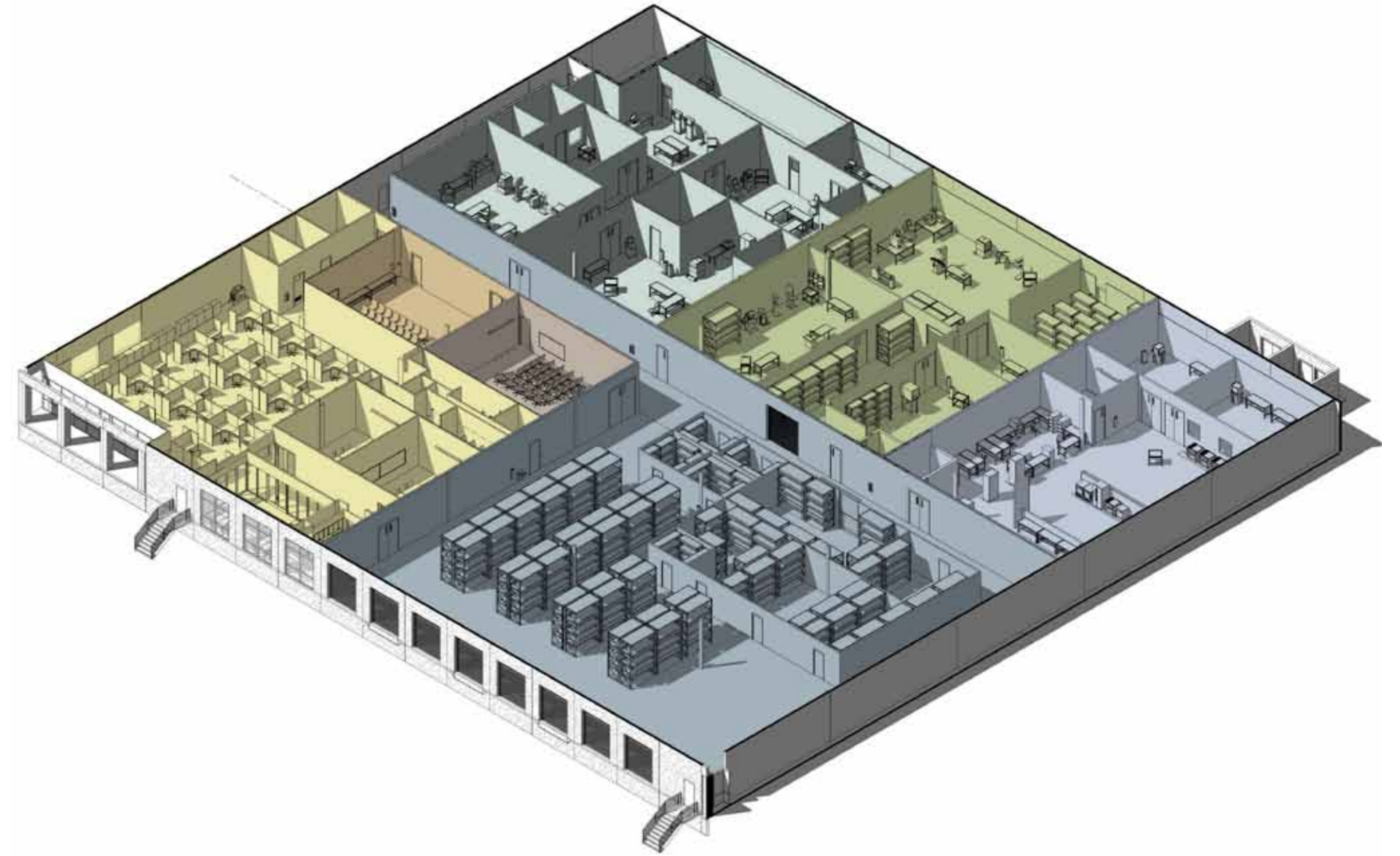
Perspective of Upper Gallery • South



City display of Charlotte Neighborhood at Technical Center

### DEVELOPMENT

The Tech Center supports the strategy of Electrolux to consolidate North American operations. Realizing the Research and Development component was not suited to inhabit the corporate headquarters, a nearby facility was upfit to provide state-of-the-art, real-world laboratories. The "Charlotte" neighborhood crafts the appliances of tomorrow.



Isometric of Technical Center



## STRATEGIC PLANNING

Acting as Trusted Advisors for Electrolux, LS3P planned and designed the future expansion in response to the need for space to meet the immediate and future growth of North American operations. With a projection of more than 700 employees occupying the facility within three years of opening, Electrolux and LS3P defined the imperative for growth and established a schedule to accommodate their development. In order for Electrolux to meet their expansion strategy and continue nationwide consolidation, it was determined that additional office space, as well as dining space, would be required to accommodate their population.

To have sufficient resources to properly support their strategy to expand, the design team explored an addition to the existing building carrying through the design intent and brand previously established in the renovation. The Gallery spine was lengthened to provide access to two new neighborhoods on two floors and to these new neighborhood bridges. To one side of the Gallery, the dining room was extended creating room for more seating. The new space was designed for long-span truss construction. This allowed for unobstructed views and afforded Electrolux a meeting space capable of seating a majority of its employees.



Perspective of Cafeteria Plaza



Perspective of patio adjacent the e-Studio

## EXPANSION

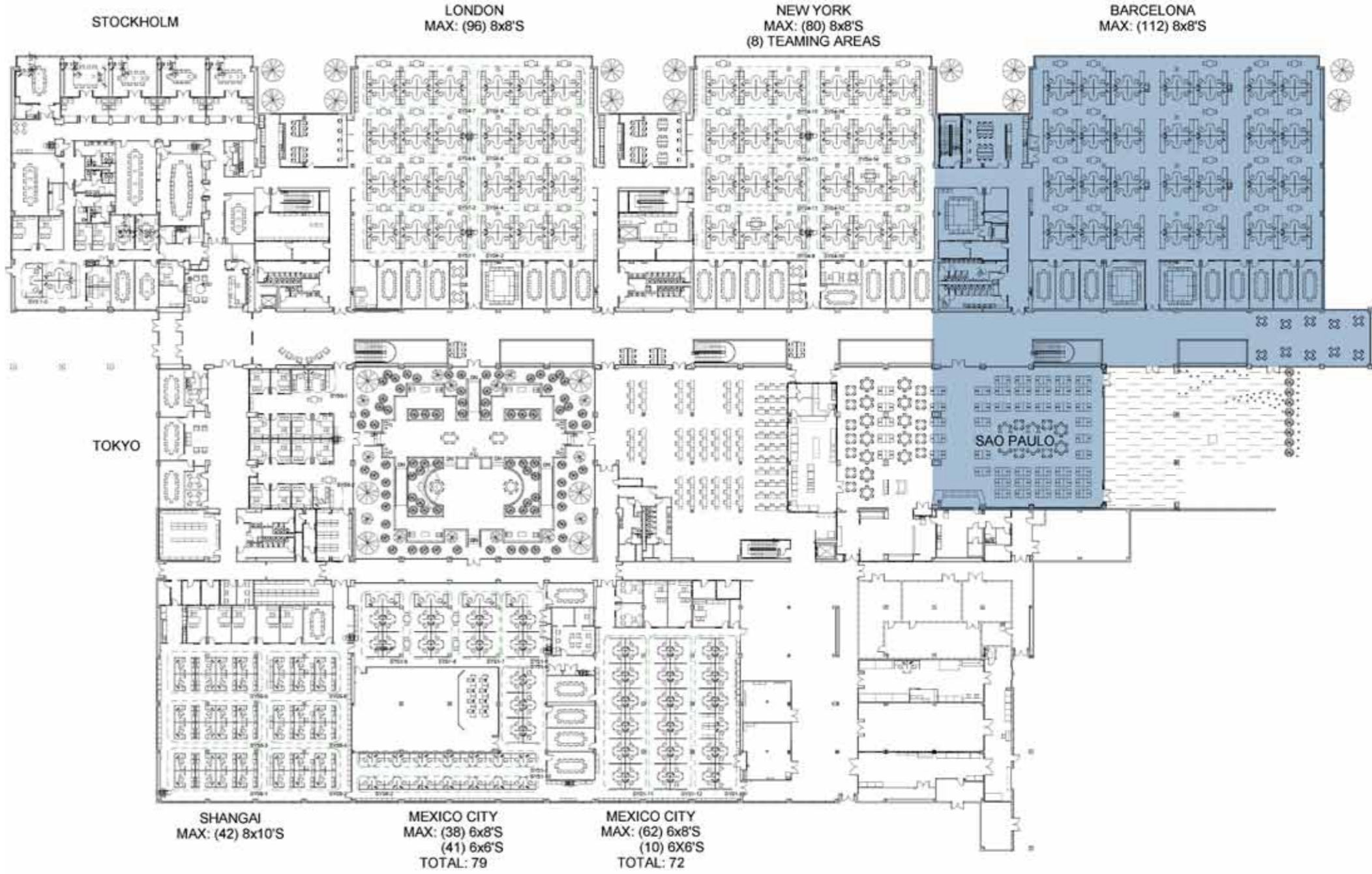
The expansion continues the building's current aesthetic. A slightly larger open office floor than typical was created to accommodate specific departmental needs and future space conversion. The dining area features additional seating, both inside and out. The two-story expansion of 63,000 square feet on the two floors provides an efficient working environment that takes advantage of adjacent landscape views.



Bird's eye view of complex with expansion in the foreground.



2010 Google Aerial view of site with expansion added.



EXPANSION



## CONCLUSIONS

The City of Charlotte is home to numerous corporate headquarters; many are drawn to a more temperate climate, an overwhelming talent pool, a higher standard-of-living. It is no doubt that Electrolux also considered these qualities when making their decision to relocate and consolidate. LS3P has a long history of opportunities to integrate client strategies into facility needs, both immediate and potential. Our results have not just been measured in LEED points achieved, in productivity increases, in employee satisfaction and retention – they are examples of client strategies that are understood and enhanced through place-making. At Electrolux NA, a brand was revealed that was, before now, unresolved. It was a brand hindered both by physical geography and scattered understanding of global initiatives.

Functional – Fresh – Hip – Engaging – Social

The distinct brand appeal and market position of Electrolux afforded the development of a modern sophisticated facility. Employees have been given an environment in which they can evolve and adapt to one another (many for the first time) and to their end-users. Creativity and interaction were inherent to the design process and at Electrolux North America, creativity and interaction perpetuate the culture established globally to sustain their image of a trusted, strong, world-wide brand.

# THE TEAM

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