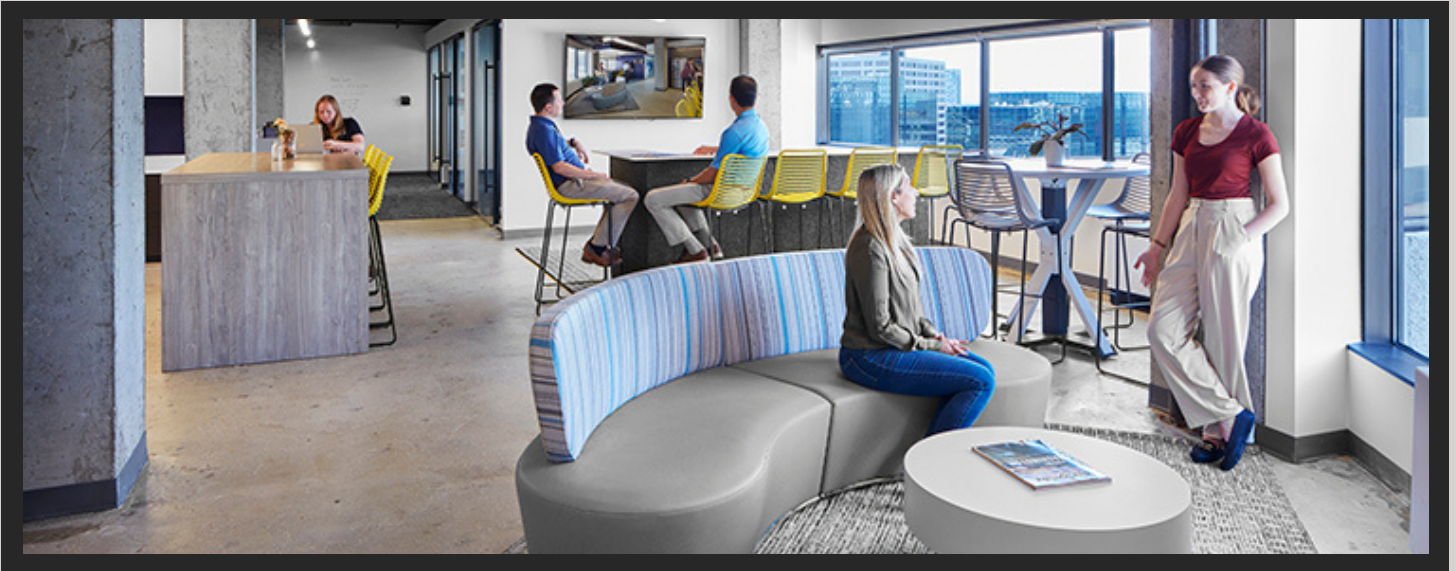


# PERSPECTIVE



At KGD, we pride ourselves in developing meaningful partnerships that extend beyond individual transactions. As educators and thinkers, we strive to create a transparent dialogue with our clients to be true advocates to facilitate their vision. Creating a process at the start of the relationship helps us to define the challenges and work together as a team to solve every challenge that may arise.

This edition offers the first of many Workplace Interiors Insider posts that will drop to our website as a monthly feature. As a national leader in construction services and industry partner, Hoar Construction partnered with KGD to design their new office in Tysons, Virginia. KGD assisted Hoar and their representation at Stream Realty Partners to develop an initial program as well as tour and test fit potential locations to identify the best fit for their desires. We examined their programmatic needs and evaluated the value of existing architectural elements and opportunities for future expansion to aid in the decision-making process. Where most are looking to terminate leases and reduce square footages, Hoar understood that for their successful operations and client services, they need to maintain an office space and upgrade their current design to meet their diverse work style.

Seeing the rapid nature at which Hoar's employees transition from heads-down focus work to small and large team meetings plus other means of collaborations, social interactions and out-of-office remote functions, made us all rethink the traditional sense of program to maximize utilization and flexibility.

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# PERSPECTIVE

## WORKPLACE INTERIORS INSIDER

### Textualize IDENTITY

KGD incorporated Hoar Construction's corporate identity, while collaborating to define their uniqueness in the external market. The space serves as an opportunity for Hoar to showcase their attention to detail, craftsmanship, and materials + methods.



### Enrich COLLABORATION

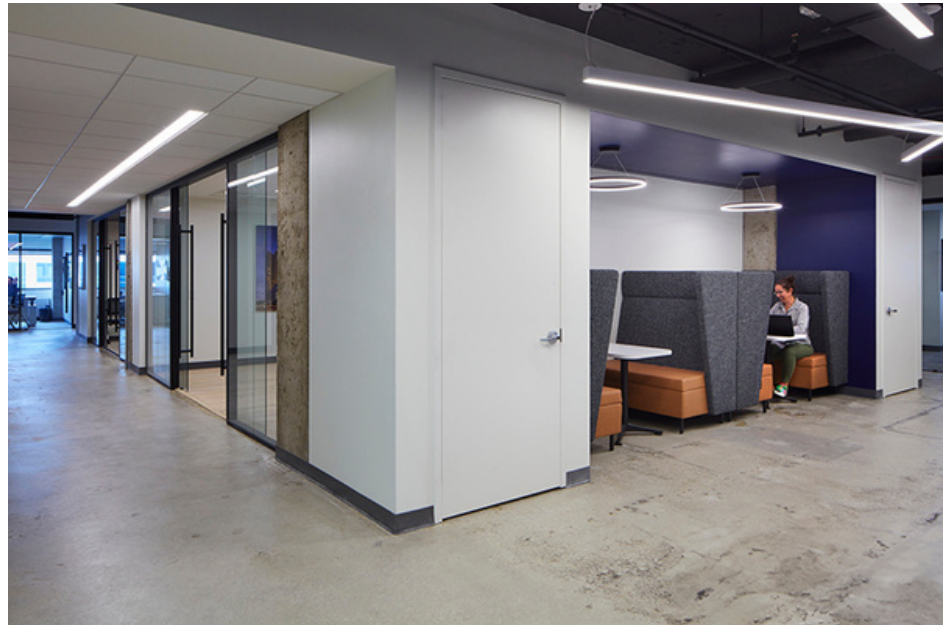
Hoar, like many in the AEC community, requires a balance of individual focus, teamwork, and an out-of-office/in-field presence that necessitates a hybrid structure to daily work functions. This semi-transient workflow means in-office functions inherently emphasize team collaboration, social interaction, and culture building.

# PERSPECTIVE

## WORKPLACE INTERIORS INSIDER

### Purposeful FLEXIBILITY

The hybrid work environment triggers a new approach maximizing space utilization. Limited flexibility to the future tense greatly limits the qualitative opportunities of the present. The uses of an individual space can convert as rapidly as the daily functions of an individual person, week-to-week, day-to-day, and hour-to-hour.



### Balanced EXPOSURE

Strategic space planning was required to maximize extensive natural light and views to the South and East. While the desire was to anchor the focus spaces along the exterior window line, it is important that Hoar's colleagues and guests always have a physical connection to the outside. The placement of enclosed areas, increased scale of circulation paths, and use of transparent materials increase the internal penetration of external elements.

# PERSPECTIVE

## WORKPLACE INTERIORS INSIDER

### Social CIRCULATION

To create an immersive entry procession for Hoard's employees and clients, we designed a main entry concourse that creates an uninterrupted visual and physical experience from the elevator lobby to exterior window line. Secondary pathways are activated by incorporating staff support, collaboration, and distinct branding opportunities.



### Spatial HIERARCHY

To maximize utilization through flexibility, Hoar's program was developed based on the diversity of day-to-day user functions rather than the corporate pecking order. Formal functions at the core are framed by informal activities and employee support. The further you move from the center, the more focused tasks and associated spaces become. All functions converge at a large communal gathering space.

**KGD**

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