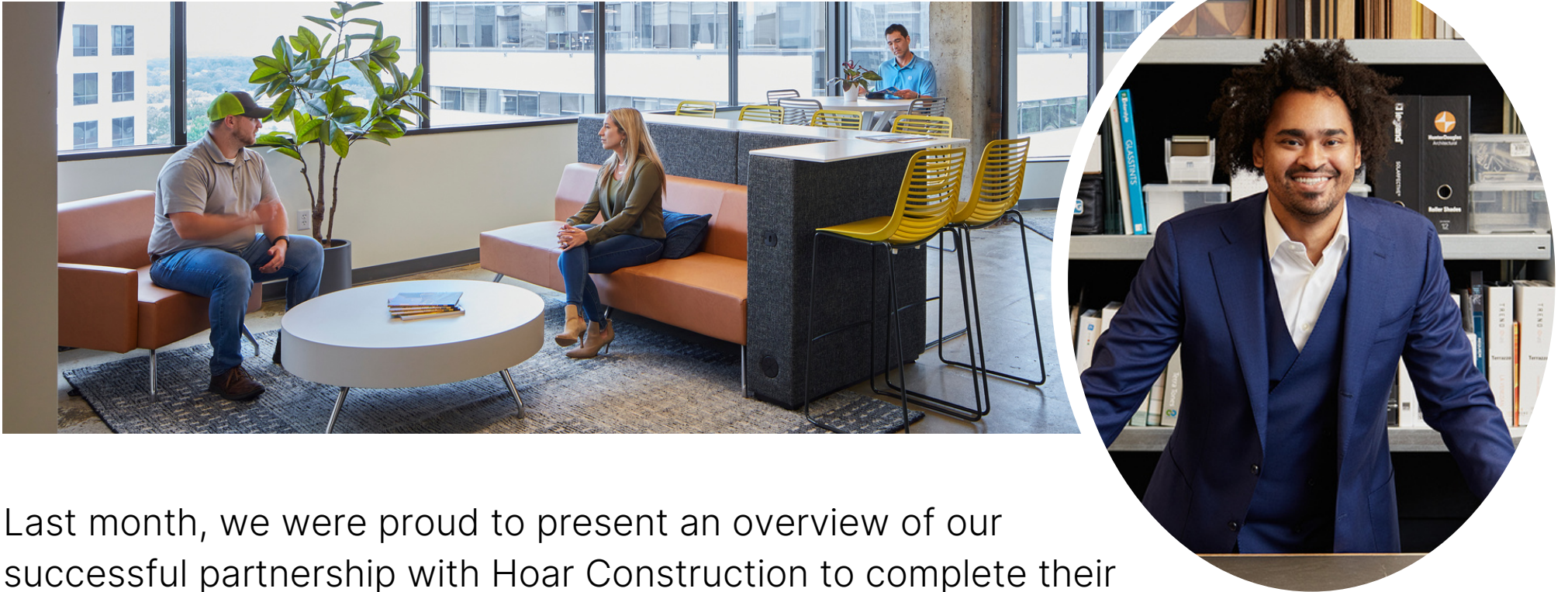


Wednesdays with KGD Workplace Interiors



Last month, we were proud to present an overview of our successful partnership with Hoar Construction to complete their new regional headquarters office in Northern Virginia. In this follow-up blog post, join us as we take a step back and share the design process that led us to the final product.

As many in our industry grapple with the ever-evolving face of corporate workplace given the current environment triggered by the pandemic, we stand firm in our approach to not push ideology, but instead allow the program development and data collection to tailor the space to the qualitative and quantitative requirements specific to our clients.

In this instance, our efforts centered on Hoar Construction and their hybrid workflow where employees transition from states of heads-down focus work, formal meetings, project-specific work sessions, and onsite functions, all of which are vital to their culture as a service provider. The overall space had to cater to those individual functions. Each of its areas within also needed to accommodate multiple uses because at any given week, day or hour, Hoar Construction's office dynamics could pivot rapidly...

Wednesdays with KGD Workplace Interiors

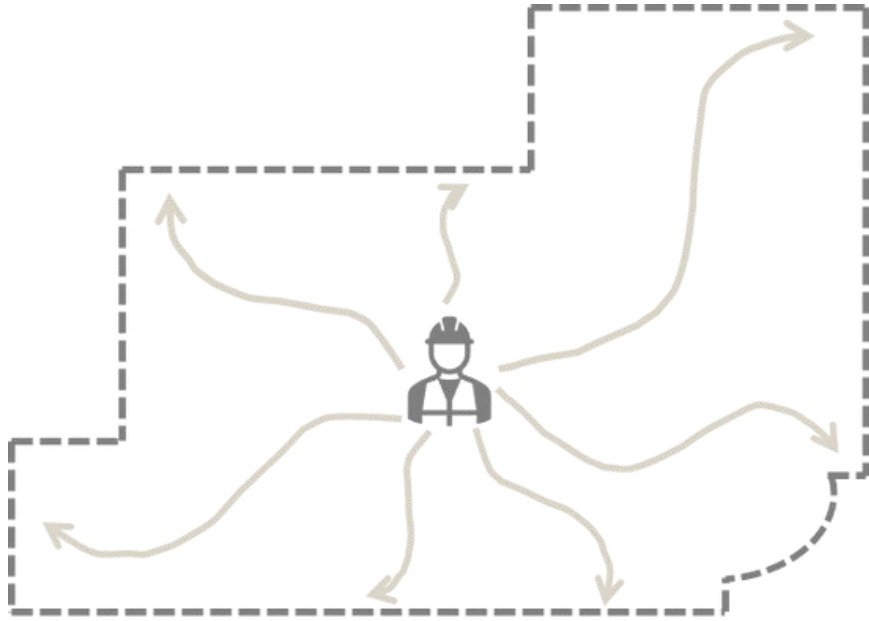
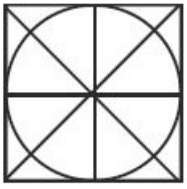


It was determined that designing a space purely based on corporate hierarchy and simply putting bodies in seats would not accomplish their needs. Therefore, we focused our programming and workplace strategy efforts on defining the key roles and analyze how to best allocate space.

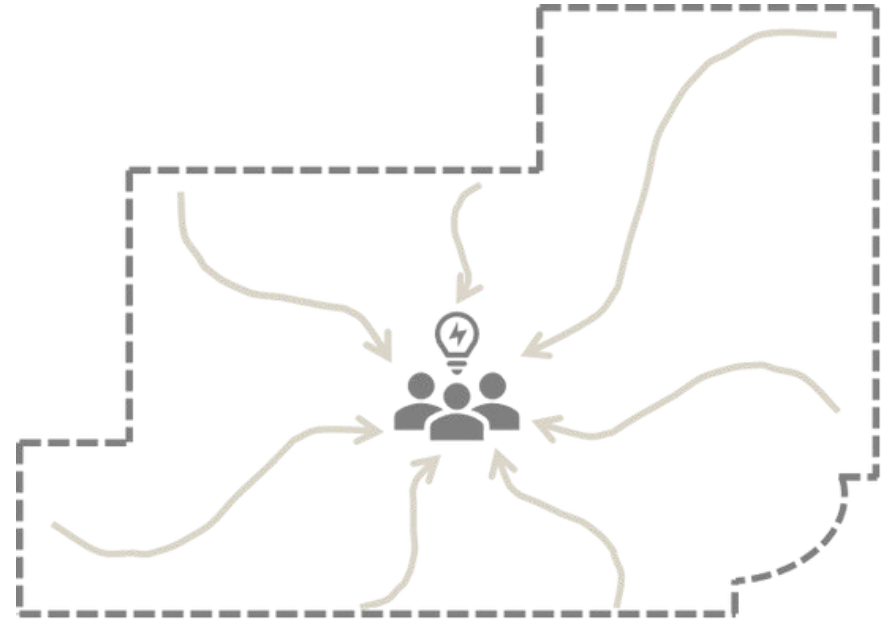
Working in collaboration with Hoar Construction, we developed a series of function-based zones that would be linked through direct and indirect adjacency and a series of active circulation paths.

Once those function-based work zones were defined, we developed a series of modular design options, allowing Hoar Construction to be proactive in how they constructed their own space as well as selected how each function would be quantified, utilized and executed.

Larry J. Henderson II, Associate AIA
Associate Principal and Director of Workplace Interiors
"Wednesdays with KGD Workplace Interiors" Editor



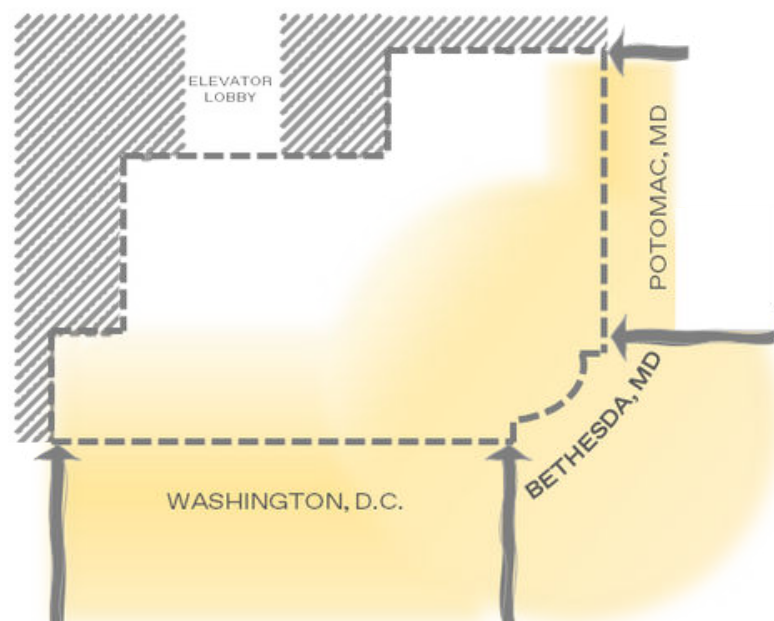
■ **Textualize IDENTITY**



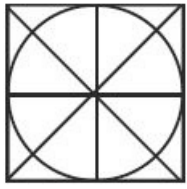
■ **Enrich COLLABORATION**



■ **Purposeful FLEXIBILITY**



■ **Balanced EXPOSURE**



■ **Textualize IDENTITY**

As a national leader in construction services and industry partner, 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 Construction to showcase their attention to detail, craftsmanship, and materials along with their methods of delivery.

■ **Enrich COLLABORATION**

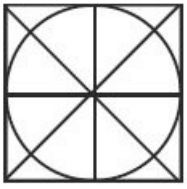
Hoar Construction, like many in the AEC community, requires a balance of individual focus, teamwork, and an out-of-office/in-field presence that necessitate a hybrid structure to daily work functions. This semi-transient workflow means in-office functions inherently emphasize team collaboration, social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

■ **Purposeful FLEXIBILITY**

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

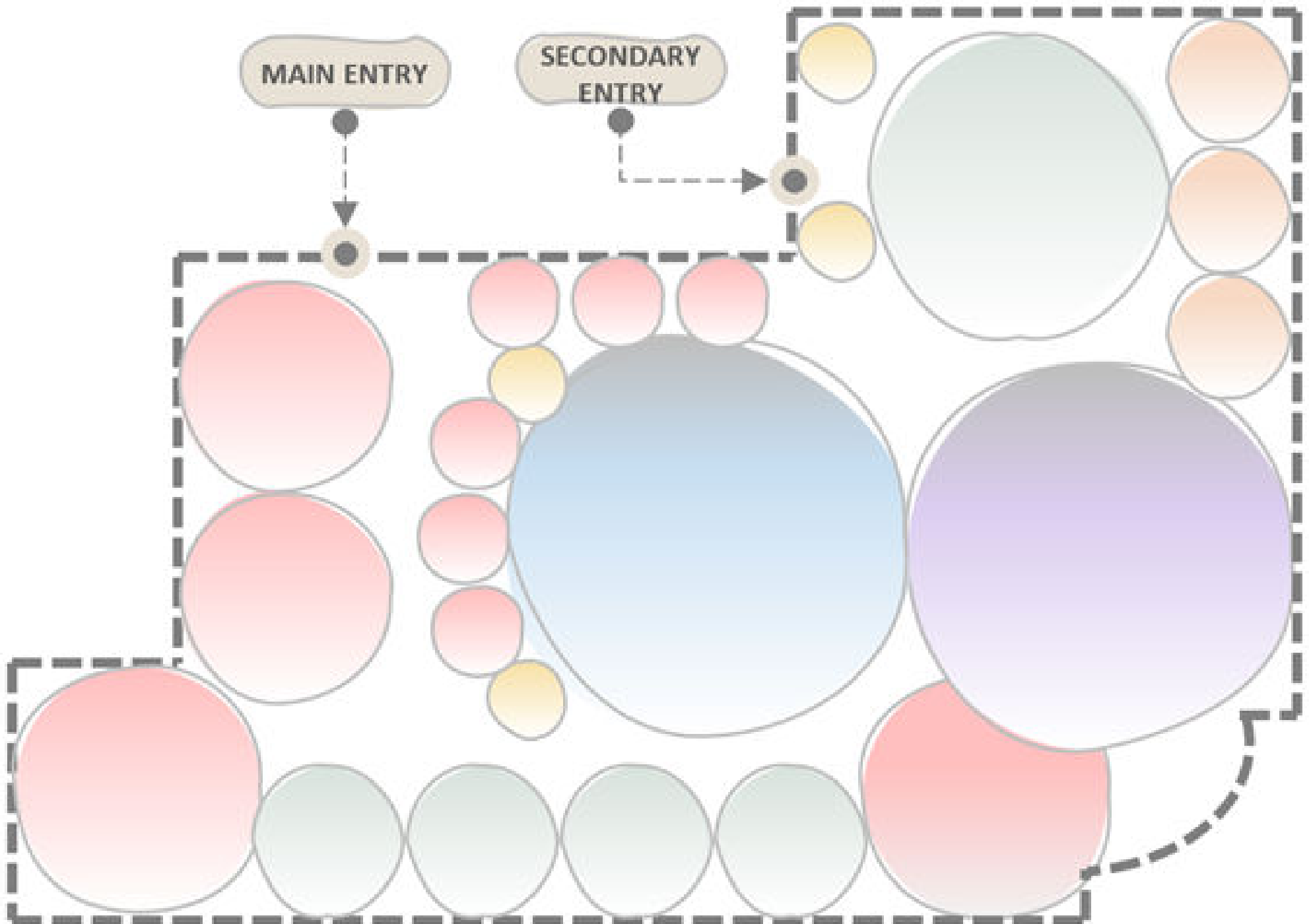
■ **Balanced EXPOSURE**

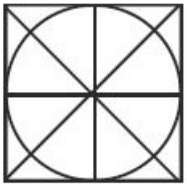
Strategic space planning was required to maximize extensive natural light and views to the South and East. While the desire was to anchor the focus spaces along the exterior window line, it was important that the user always have a physical connection to the outside. The placement of enclosed areas,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



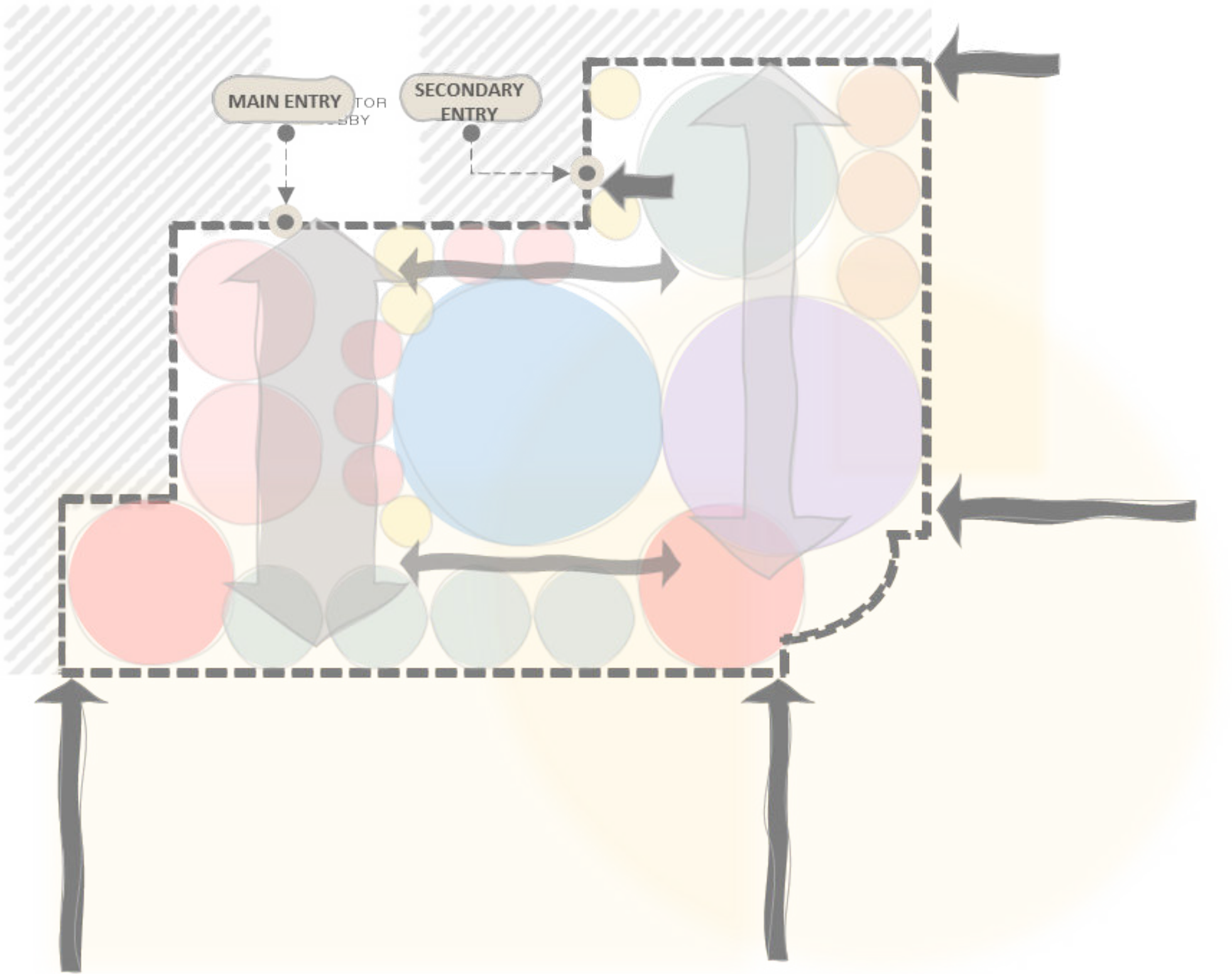
Spatial HIERARCHY

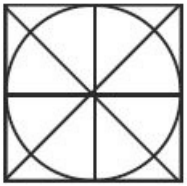
To maximize utilization through flexibility, the program was developed based on the diversity of day-to-day user functions rather than corporate pecking order. The formal functions at the core are framed by informal activities and employee support. The further you move from the center the more focused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



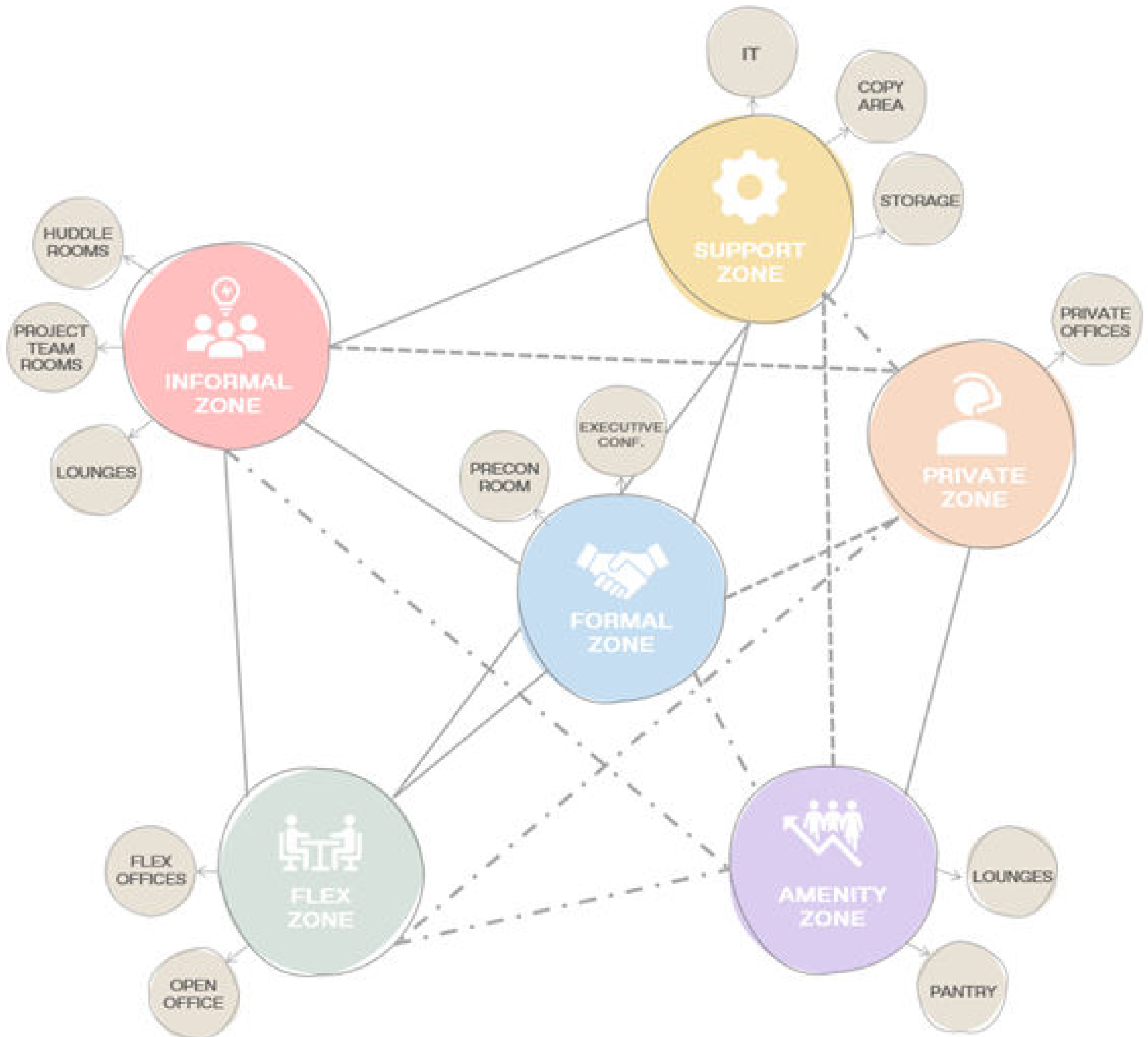


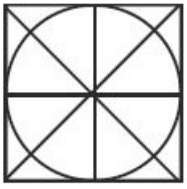
Conceptual OVERLAY





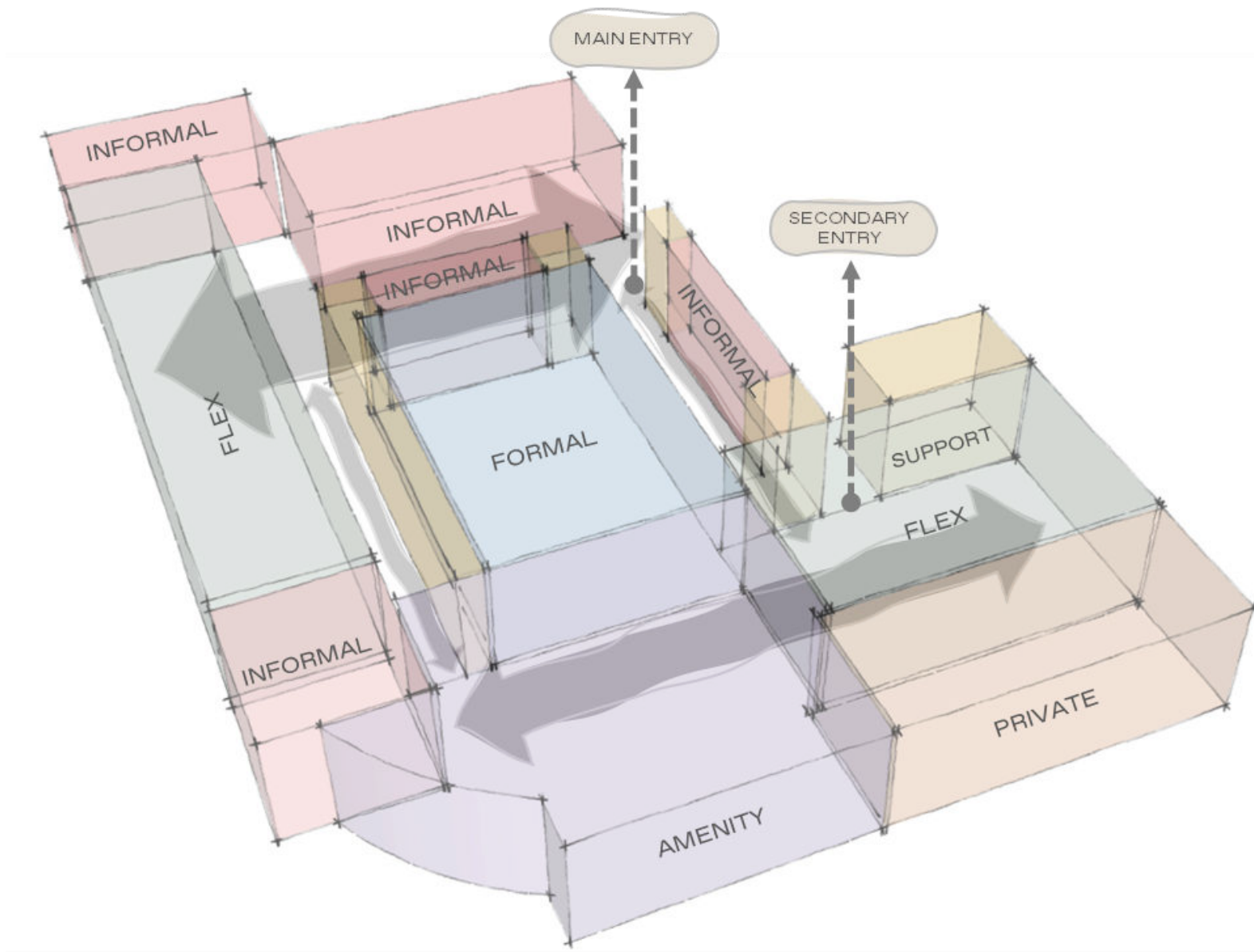
ADJACENCY Diagram

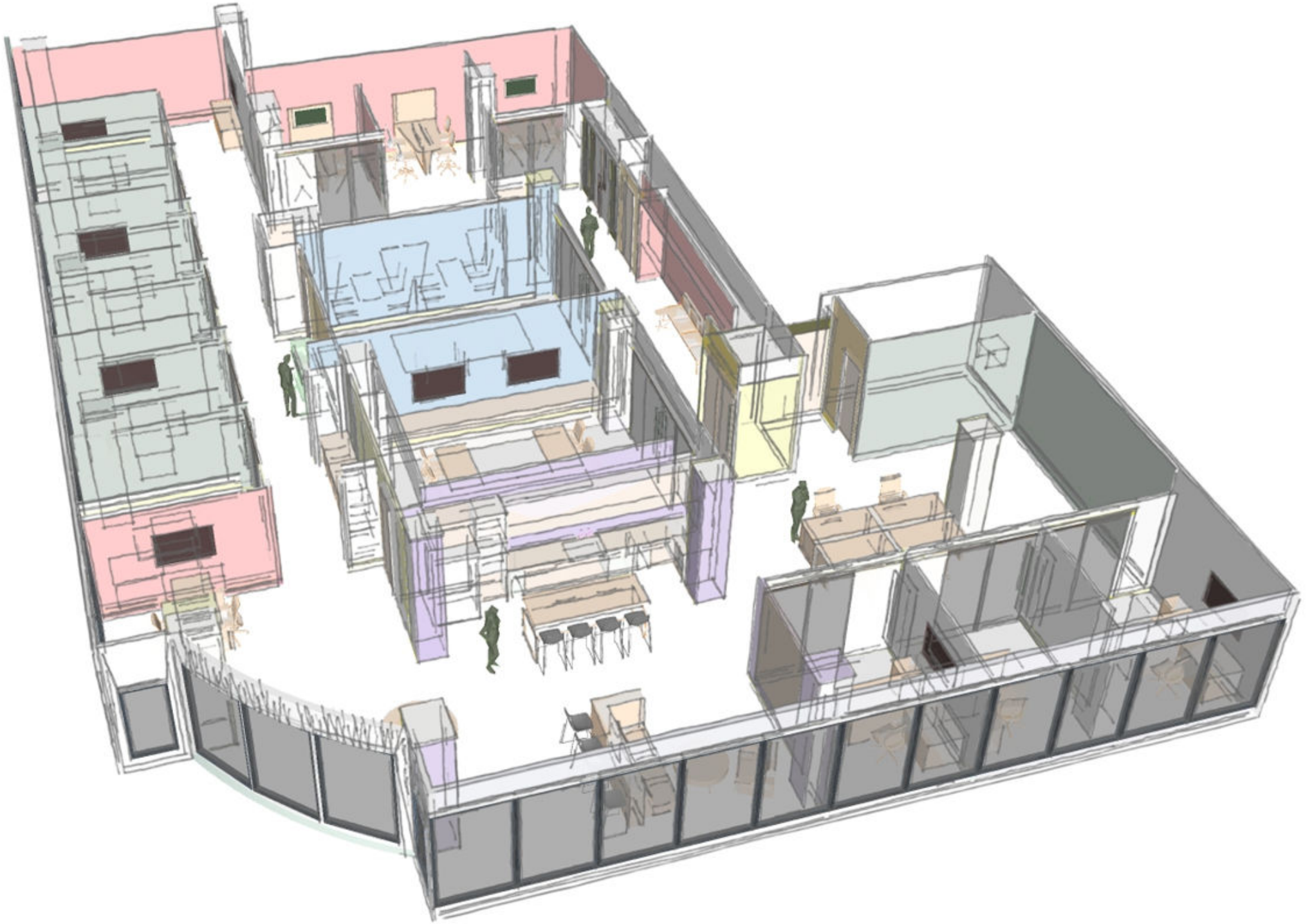
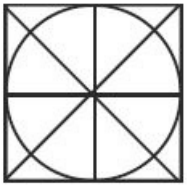


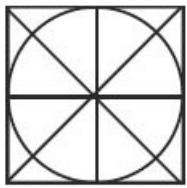


ZONING Diagram

The zoning diagram helps the client visualize the volume of space allocated to each functional zone prior to developing the space plan. It creates an opportunity to understand the intersection and adjacency of the program uses and the hierarchy of the workplace layout. By strategically organizing different zones, such as collaboration areas, private offices, and formal areas, we can optimize the flow and accessibility of the office. This ensures that employees can easily navigate the space, fostering a smooth and productive work environment.







HUDDLE ROOMS:

Small meeting spaces that can flex to individual hoteling space when required. Located directly on the Concourse adds an inherent opportunity for impromptu meetings and social interaction

LOUNGE:

A lounge area that functions as waiting area and a breakout for the Conference Rooms. It also gives employees a space to relax, recharge, and connect with each other

OPEN OFFICE:

To enhance teamwork for flex employees to easily collaborate and seek input from each other

PRIVATE OFFICES:

Dedicated space for focused work, provided to employees who are in-the-office 70% or more each work week and have multiple direct reports

EXECUTIVE CONFERENCE PRECONSTRUCTION ROOM:

It provides a dedicated space for client meetings and presentations with a curated design aesthetic and enhanced materials and furniture

PANTRY/LOUNGE:

An employee pantry, entertainment lounge, catering/event space and touch-down flex work area that promotes a positive and comfortable work environment.

COPY/RESOURCES AREA:

Centralized hub for essential materials and equipment, that is accessible to flex staff and the Preconstruction Room.

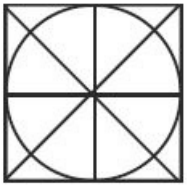
PROJECT TEAM ROOM:

This space is an asset as it offers a dedicated space where team members can work together to brainstorm ideas and collaborate on projects. The space can be reserved by a single team or shared between multiple for a defined duration depending on the project requirements.

FLEX OFFICES:

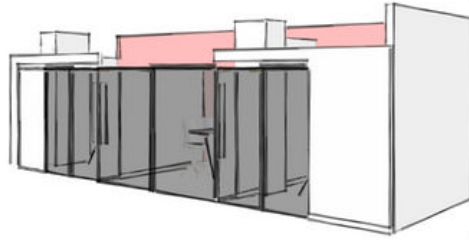
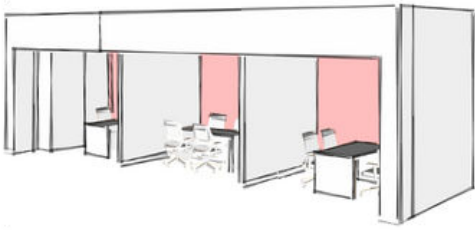
Private Office space for flex employees to choose their workspace and function as a Huddle Room when vacant





Huddle Rooms Design Configurations

- 2-4 PERSON MEETINGS.
- DIGITAL MEDIA INFORMATION SHARING.
- VIDEO CONFERENCING CAPABILITIES.
- LAYOUT/PINUP INFORMATION SHARING.



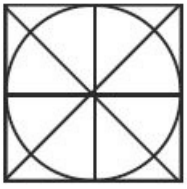
OPTION #1

OPTION #2

OPTION #3

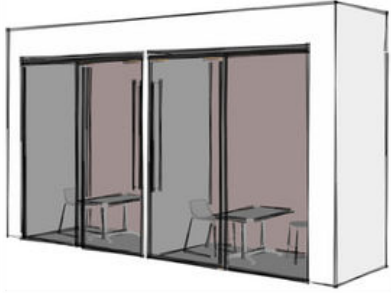
RESULT





LOUNGE AREA DESIGN CONFIGURATIONS

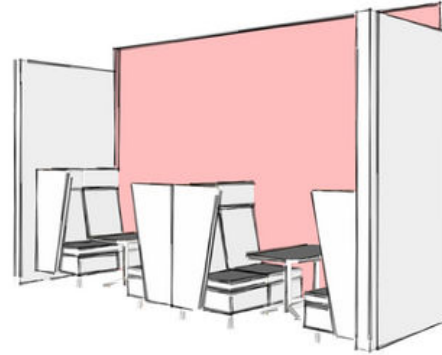
- 1 PERSON FOCUS / PHONE BOOTH
- 2 PERSON MEETINGS
- SOCIAL INTERACTION / DINING
- DIGITAL MEDIA INFORMATION SHARING
- LAYOUT/PINUP INFORMATION SHARING



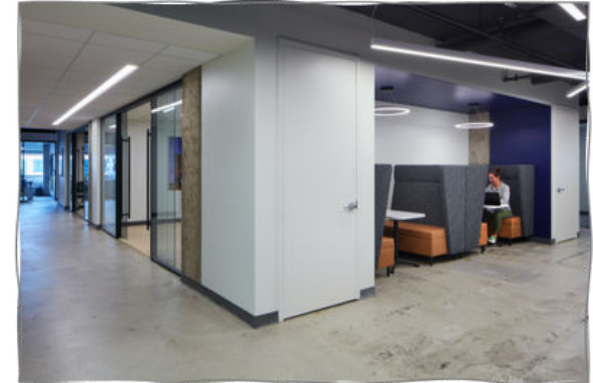
OPTION #1



OPTION #2

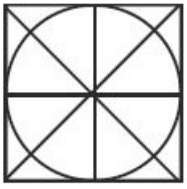


OPTION #3



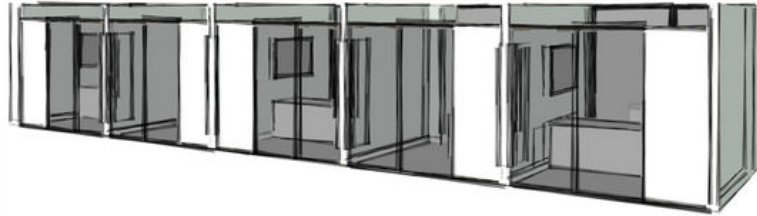
RESULT





FLEX OFFICES DESIGN CONFIGURATIONS

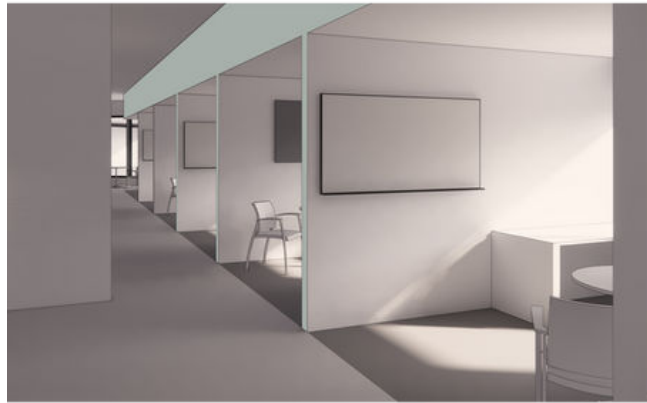
- 1 PERSON HOTEL OFFICES.
- 2 PERSON SHARED HOTEL OFFICE.
- 2-3 PERSON MEETINGS.
- PERSONAL DAILY STORAGE.
- DIGITAL MEDIA INFORMATION SHARING.
- VIDEO CONFERENCING SHARING.
- LAYOUT/PINUP INFORMATION SHARING.

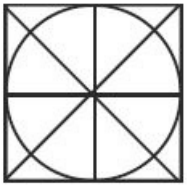


OPTION #1

OPTION #2

RESULT



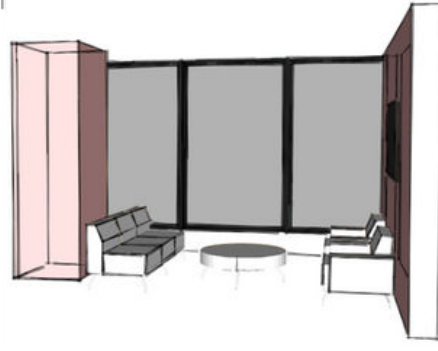


PROJECT TEAM DESIGN CONFIGURATIONS

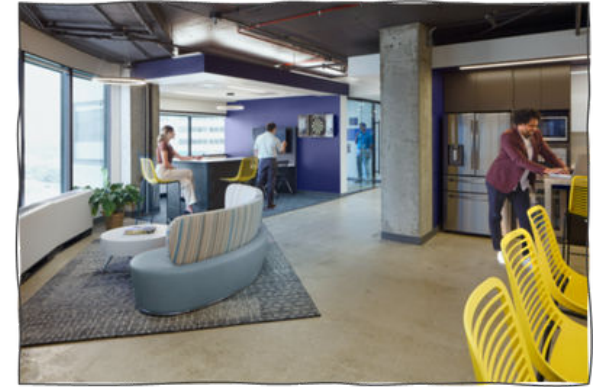
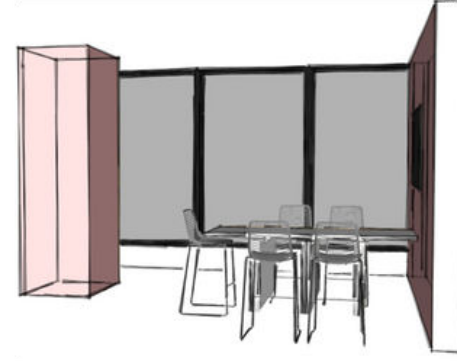
- 2-5 PERSON SHARED HOTEL OFFICE.
- PERSONAL DAILY STORAGE.
- LAYOUT/PINUP INFORMATION SHARING.
- SHARED RESOURCE STORAGE.
- VIDEO CONFERENCING CAPABI



OPTION #1

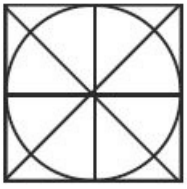


OPTION #2



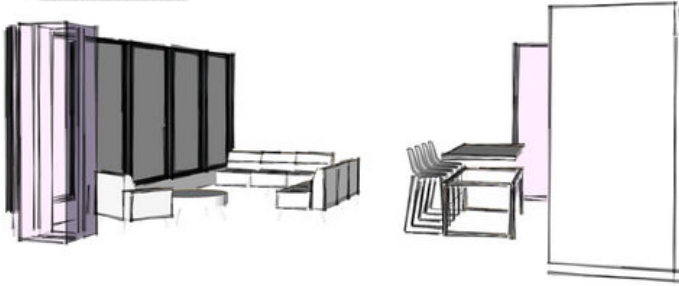
RESULT



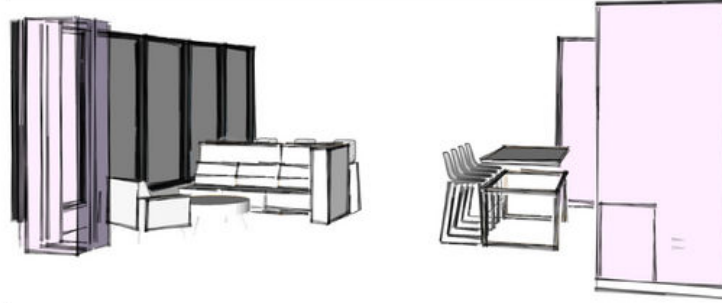


AMENITY DESIGN CONFIGURATIONS

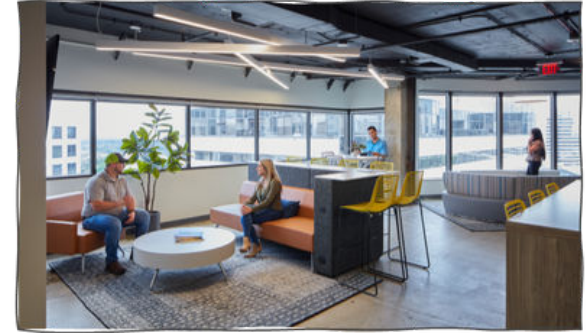
- 1-PERSON FOCUS/PHONE BOOTH
- 2 PERSON MEETINGS
- SOCIAL INTERACTION/DINING LAYOUT/PINUP
- INFORMATION SHARING



OPTION #1



OPTION #2

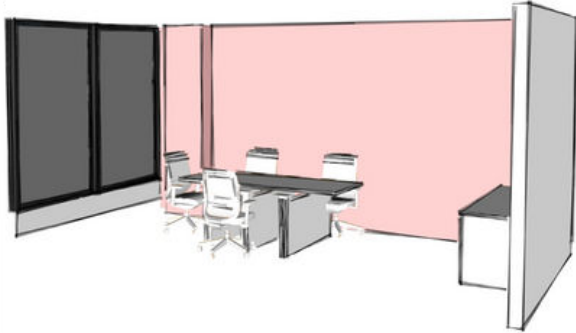


RESULT

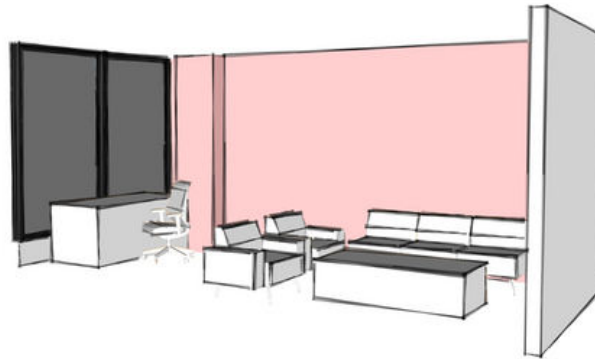


PROJECT TEAM DESIGN CONFIGURATIONS

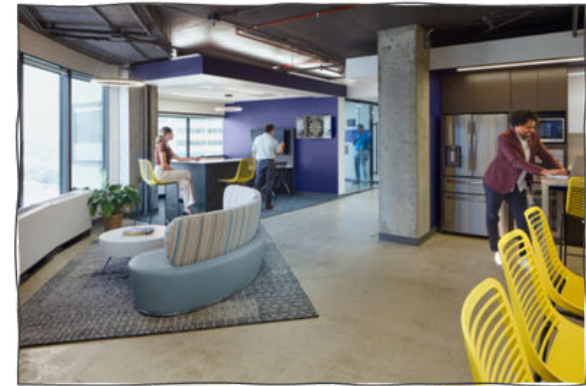
- 2-5 PERSON SHARED HOTEL OFFICE.
- PERSONAL DAILY STORAGE.
- LAYOUT/PINUP INFORMATION SHARING.
- SHARED RESOURCE STORAGE.
- VIDEO CONFERENCING CAPABILITIES



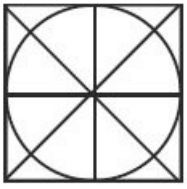
OPTION #1



OPTION #2



RESULT



KCGD

PERSPECTIVES . INSIGHTS . RESULTS .