

Lowe Campbell Ewald





Sector Focus: Communications

Lowe Campbell Ewald opened its first office in Detroit in 1911. After a 36-year absence, the firm returned in 2014 to offices in the former J.L. Hudson Department Store warehouse within Detroit's Ford Field—a move that heralds the city's resurgence. To achieve an office for team-based collaboration, the marketing agency worked with Neumann/Smith Architecture and American Interiors to create an exuberant open space punctuated by meeting areas.

Knoll, which has shared a 27-year relationship with LCE, provided Antenna® Workspaces Big Table for the benching workstations. A flexible platform that unites individuals in an adaptable setting, the system also accommodates variable technology. Lowe Campbell Ewald had an earlier

investment in Life® seating, chosen for its slim silhouette and intuitive design; this seating was elegantly adapted to the new office.

In addition to Antenna® Workspaces, three Knoll products support a balance between individual work and open exchange. Template® provides storage and lateral filing, Dividends Horizon® delineates the director stations from benching workstations, and the unique Graham shelving unit allows each employee to personalize his or her space. Knoll worked with the architects to provide a custom laminated frosted glass panel, permitting employees to write on both surfaces.

Drivers

- Collaborative "office-scape" to encourage idea generation and exchange
- Flexible spaces for multiple uses and variable technology

Tactics

- Open and collaborative workspace
- Combination of benching workstation with custom-laminated frosted glass writing board
- Open shelving, lateral filing, and personal storage accommodate team and personal needs
- Sustainable solutions to mix repurposed materials and high-tech features

Outcomes

- Increased employee satisfaction by providing an exciting space in Downtown Detroit
- Improved collaboration and team-based work
- Created a unique space of interest to other Detroit companies
- Brought great awareness to Lowe Campbell Ewald's work through visiting tours

Scope

- 122,000 square feet
- 614 benching stations
- 39 director workstations
- 100 conference and collaborative spaces
- Five-story atrium with large gathering spaces and media screen

Knoll Products

- Systems Furniture
 - Antenna® Workplaces Big Table
 - Dividends Horizon®
 - Template®
- Task Seating
 - Life® Chair
- Accessories
 - Graham Desktop Storage from The Graham Collection®