

WHO USES PATHWAYS?

STEEDMAN WILSON

When Steedman Wilson needed new space to accommodate their growing Charlotte, North Carolina ad agency, they found it in an 80-year old warehouse.

A PLACE FILLED WITH PERSONALITY



The 6,000 square foot office, with its exposed brick and wood beams, presented an opportunity to carve out a contemporary space with character. To their architects, the design challenge was multi-faceted. Create a space that is highly functional for a busy business and make it flexible for inevitable growth. Make sure it's hip and dynamic, but also practical and serious and, oh yeah, make it warm and inviting too.

WHERE CREATIVITY IS KING.

“This Pathways design allows anyone in the space to sense the energy of the creative atmosphere.”

JOHN GARDNER
Little & Associates
Architect



The office conveys feelings of comfort and casualness which help clients and new hires feel at ease. As one weaves through the inviting lobby into the central kitchen and back to the high-energy creative department, it's easy to feel the friendliness and warmth of this open environment.

A FUTURE THAT DEMANDS FLEXIBILITY.



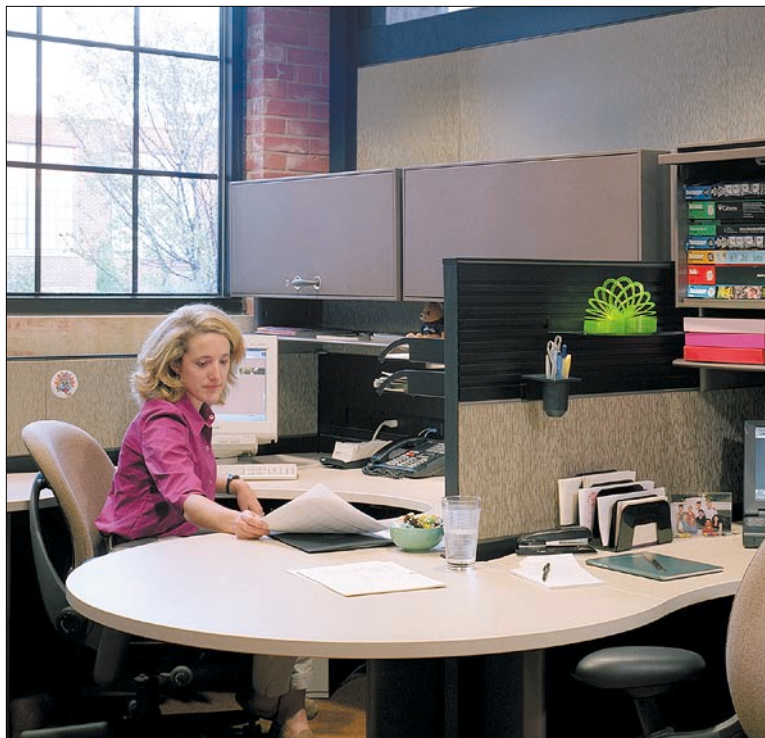
When Toni Steedman, President of Steedman Wilson, sat down with architects Diane Tucker and John Gardner, she stressed the need for flexibility. She wanted to be sure her investment would stay with the agency when they moved again. Pathways products delivered on every detail.

Unlike most office spaces that incorporate immobile drywall, virtually all the Steedman Wilson floor-to-ceiling walls are reconfigurable and mobile. Plus, Pathways products helped the agency better accommodate growth from 14 to as many as 30 employees.

A SPACE THAT INSPIRES FLEXIBILITY.

Markerboards and plug-and-play access are everywhere. So when an idea hits, it can be captured immediately. Meetings, impromptu conversations, brainstorming sessions -- they can happen anywhere in this environment because The Pathways portfolio provides all the tools people need at their fingertips.

BECAUSE CREATIVITY
BEGINS WITH
COLLABORATION.



Instant collaboration is essential in a creative culture like Steedman Wilson.

To foster that environment, two-person Pathways workstations were designed and installed. The elliptically shaped workspace allows for easy maneuverability with plenty of space for computers and storage.

“THIS SPACE TALKS TO OUR EMPLOYEES AND CLIENTS. IT SAYS WE’RE SMART AND SERIOUS ABOUT WHAT WE DO, BUT WE ALSO HAVE FUN DOING IT.”



That’s the message both clients and employees get when they walk through the new Steedman Wilson office. Adds Toni Steedman, “Sending the right message about who we are and how we work was very important. The results exceeded expectations.”