

Sharing great
ideas and spaces.

onSite



Motorola

HAWORTH



In the mobile phone industry, the pace of change can be costly and difficult to keep up with. At Motorola, one of the ways change manifests itself is in office space use—about 50 percent of the spaces turn annually due to dramatic industry change. Reducing the number of moves and the overall cost of the necessary ones becomes critical in such a competitive field.



For Motorola in Northern Illinois, consolidation efforts have been one of the most obvious ways to cut overall costs. Through a five-phase effort begun in 2001, nearly 4,000 people were moved to the Libertyville sector headquarters. Priorities for the redesigned facility included incorporating flexibility to ease future move costs. Inherently flexible products like Nexus raised flooring and NextNet, a modular voice and data cabling solution, simplify future changes. Other strategic priorities included creating a standardized design concept and aesthetic. Standardized design concepts range from the creation of central labs and conference rooms to auxiliary support spaces and techno-

logical infrastructures. The decision to standardize palettes in terms of paint, carpets and coverings on seating and panels has also brought flexibility and long-term cost benefits.

While flexibility and design standards were key themes at the Libertyville facility project, so was the focus on “renewal.” Bringing in more natural light and creating color palettes for the walls changed the entire feel of the existing work environment, which was built in 1992. Renewal was also a theme in the realm of furniture. A fresh, consistent look was desired, but rather than purchasing all new seating and systems furniture in order to achieve it, the decision was made to re-fabricate \$21 million worth of UniGroup systems furniture. The resulting product creates consistency and looks brand new. A minimal investment was made in new Haworth product to integrate with the refurbished old.

Buddy Knifer, Strategic Planning Manager for the project, says that’s the main reason Motorola has been a long-standing Haworth customer. “I think that’s the real beauty of Haworth product. It’s modular and built on common platforms in standard colors and finishes. You can always build on your investment that way, rather than starting from scratch. This whole project demonstrates the value in making an investment that can be renewed when necessary.”

Looking ahead, planners and designers at Motorola intend to find more ways to continue stimulating productivity through smarter, more flexible work environments.

