

GREETINGS HEADQUARTERS

CLEVELAND, OHIO

INTERIORS



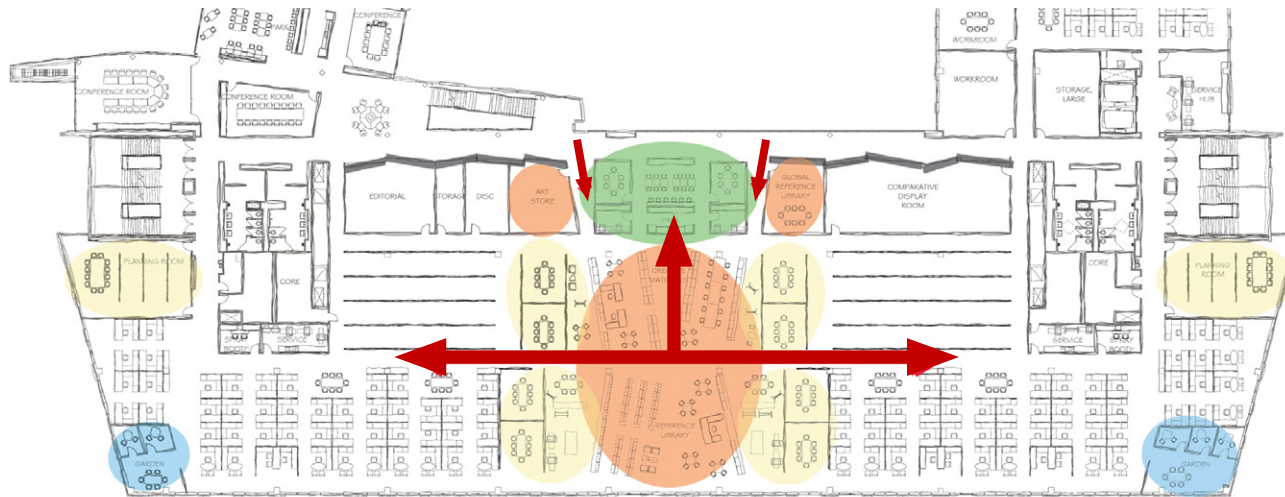
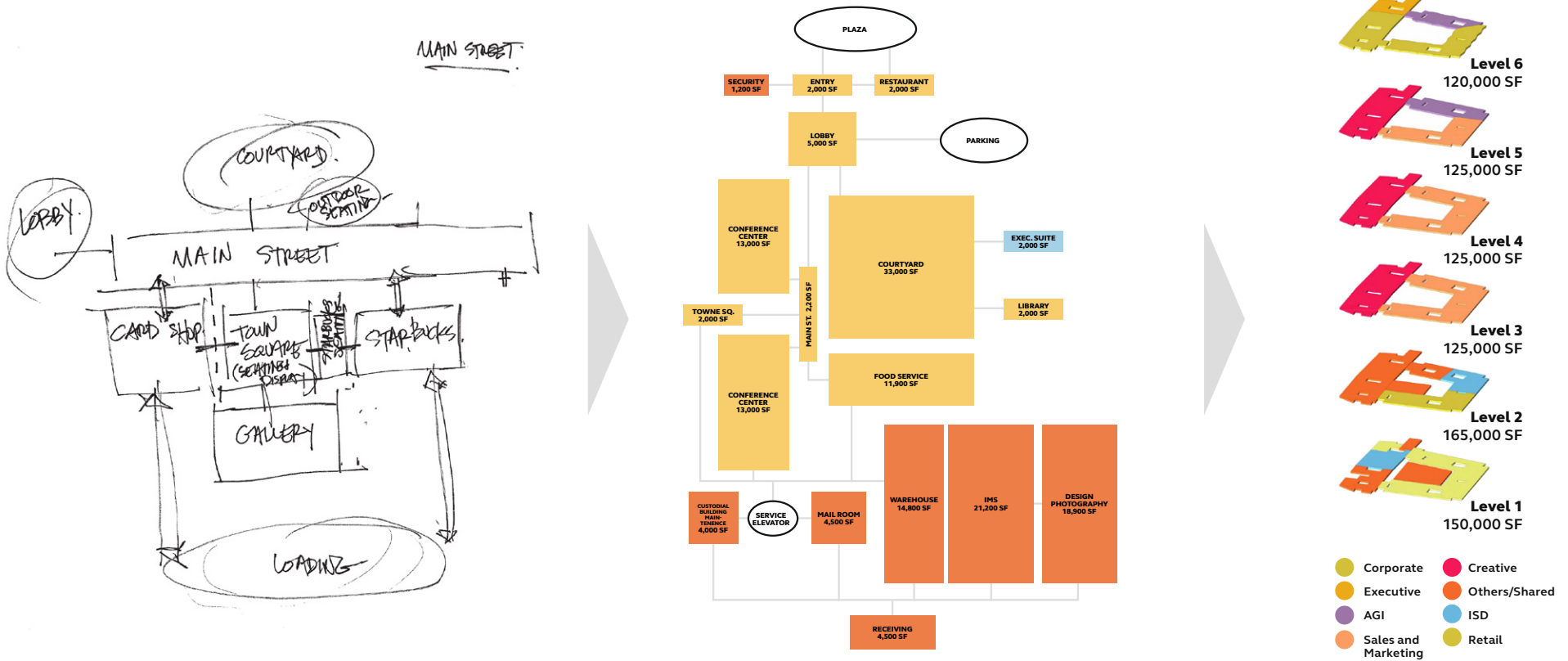
“The building itself was designed to maximize collaboration and creativity; we are forever grateful to the top-notch partners we collaborated with to turn this goal into a reality.”

Jeff Weiss
Co-CEO, American Greetings

American Greetings, a family-owned business known for its creativity for four generations, challenged the design team to create a workplace to not only embody its collaborative mission but help them retain talented professionals who would otherwise flee for the more hipster climes of New York or San Francisco. The result is a vibrant, flexible environment that embodies the way the company thinks as much as operates.

Configured around an exterior courtyard, the bright, open floor plans are based on flexibility and worker choice. A series of neighborhoods dissolves the monotony of the buildings' linear nature and a diversity of space types gives employees the power to match their work with their environment—one-on-one meetings, larger group gatherings and town halls as well as noisier work sessions or quiet, heads down functions.

PROGRAM

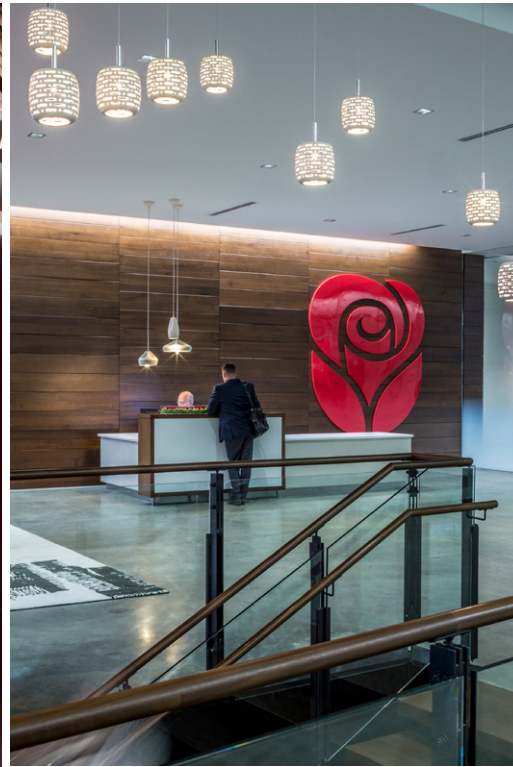


HEART OF THE CREATIVE CONCEPT

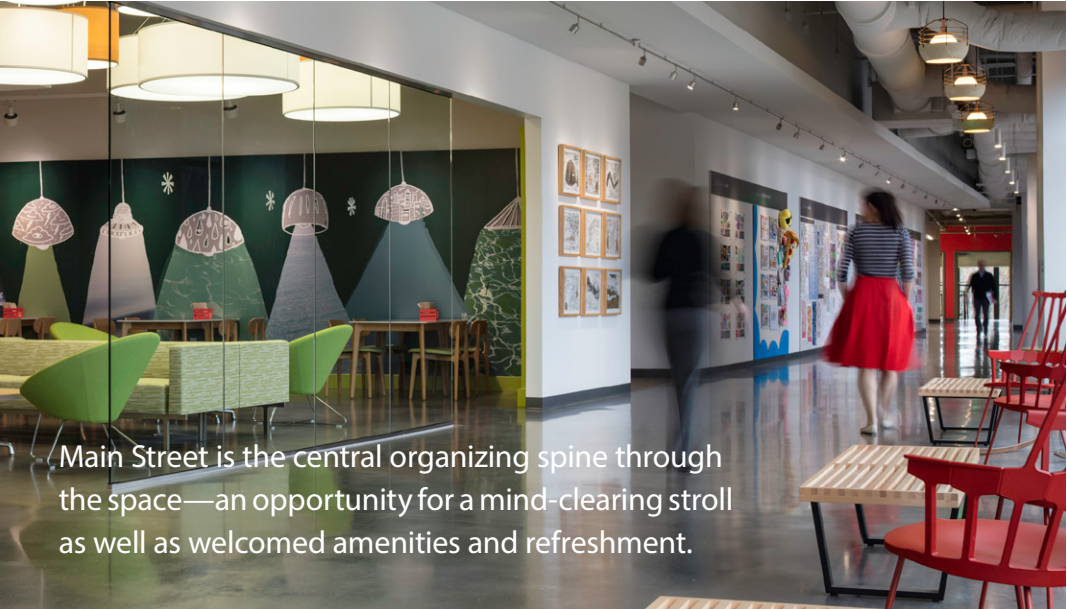
KEY DESCRIPTORS

- Zones of active to contemplative radiating from center.
- Strong opportunity for corporate message and departmental identity off main street.
- More contiguous workstations and planning with less "neighborhood" feel.





The space is infused with reminders that this is a creative organization. Every blank wall was seen as a canvas while materials and fixtures were applied in quirky, memorable ways.



Main Street is the central organizing spine through the space—an opportunity for a mind-clearing stroll as well as welcomed amenities and refreshment.



MEETING SPACES



Meeting spaces are informal as well as formal and located throughout the workspace to encourage planned and impromptu gatherings.



Collaboration cannot be legislated... but it can be encouraged with spaces that feel comfortable and social.

“This space was designed for us, designed for our needs, and designed around the idea of collaboration and being a more flexible workspace.”

Megan Baucio
Associate Manager, Marketing and Communications, American Greetings

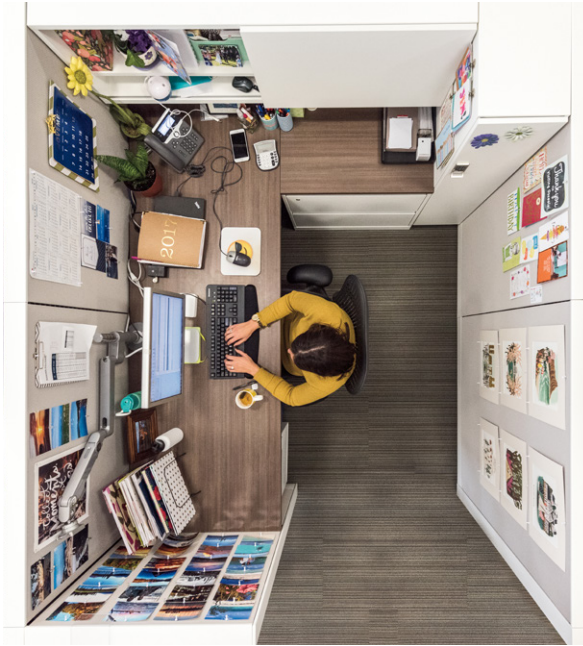


Natural light and outdoor views were critical to the client, who understood the role well-being plays in productive creativity. The courtyard is a central element, visible from almost everywhere.



AG saw the space as a platform for artistic expression. Some spaces have a gallery feel and are meant to showcase employee work, while other spaces are an explosion of creativity in found places.

WORK SPACES

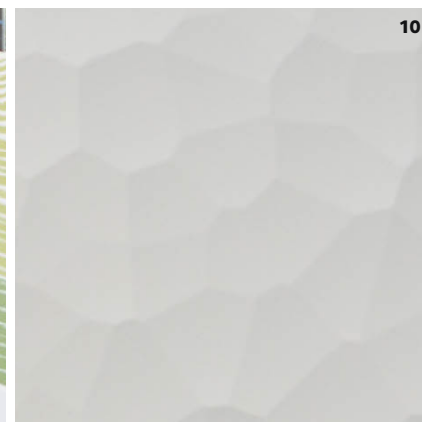
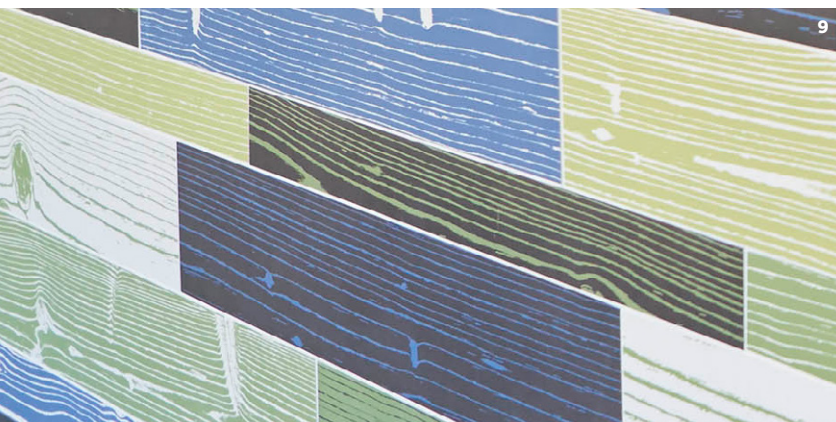
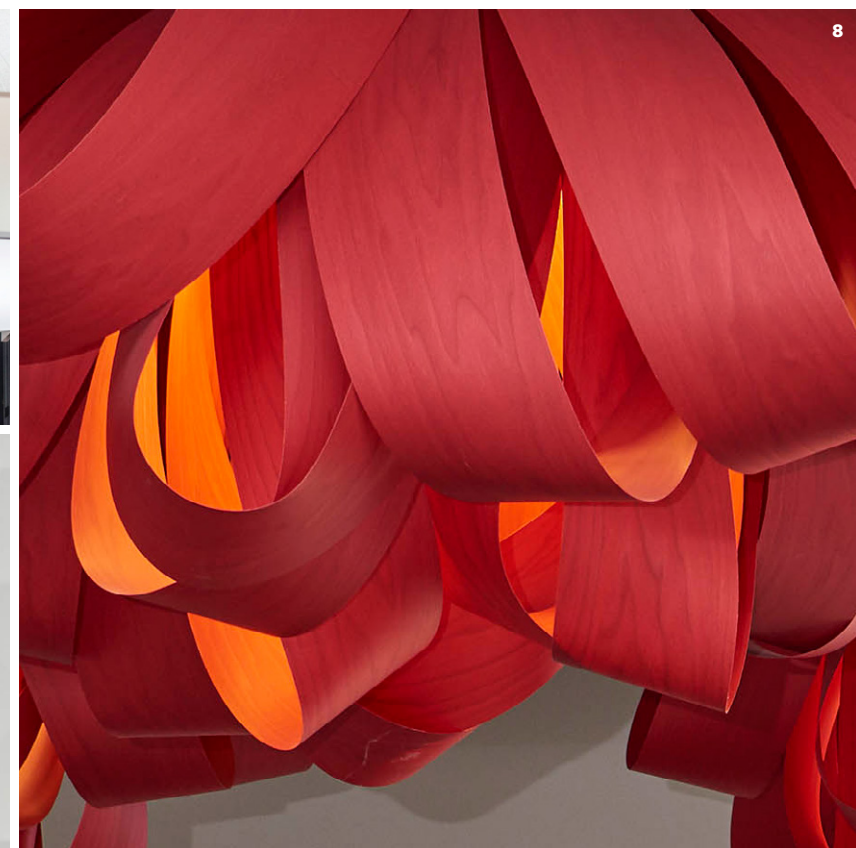
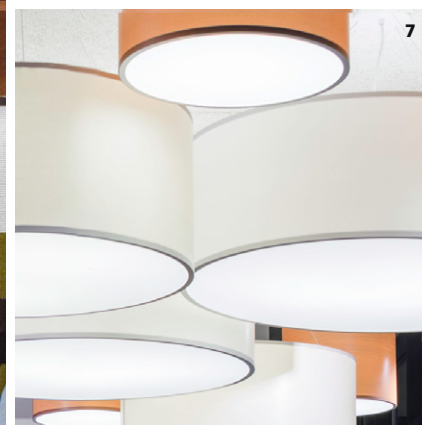
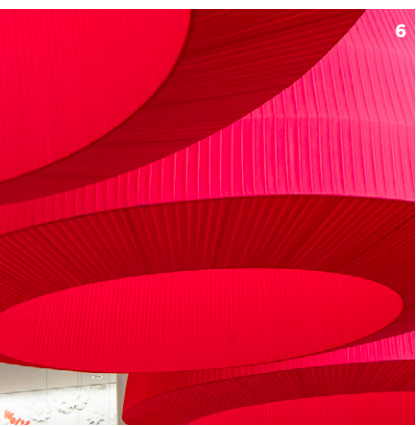
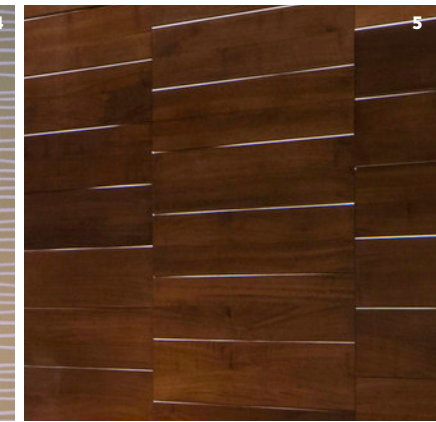
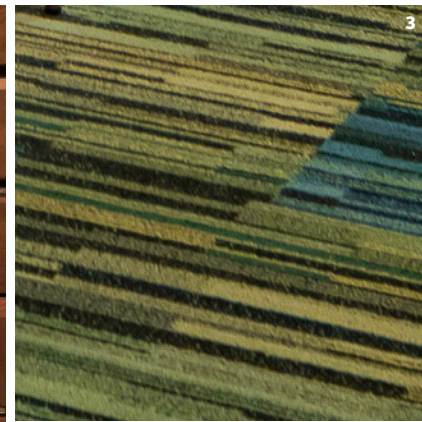
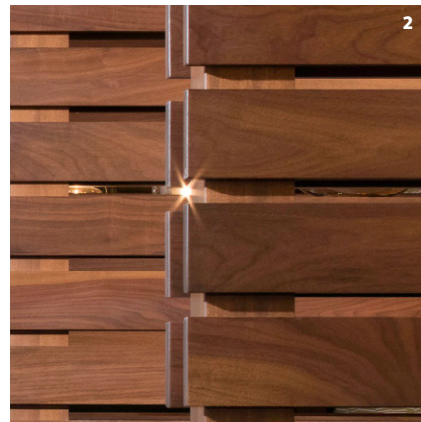
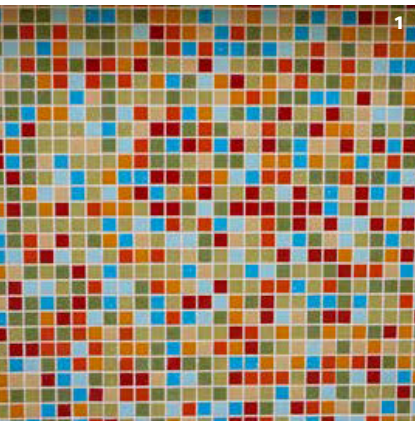


Workplace standards were created to provide differing ranges of privacy. Employees were encouraged to decorate their personal spaces.

“One of the world’s most consistently creative and forward-thinking enterprises has just lifted Crocker Park, Westlake and Northeast Ohio onto its shoulders.”

Robert Stark
President and CEO, Stark Enterprises

MATERIALS AND FINISHES



Materials were selected to reinforce the idea that this is a factory for creativity.