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# Hq.

GOOD DESIGN IS GOOD BUSINESS

## **KEN LEWIS** MASTER BUILDER

**BARRY DILLER'S**  
DESIGN GAMBLE

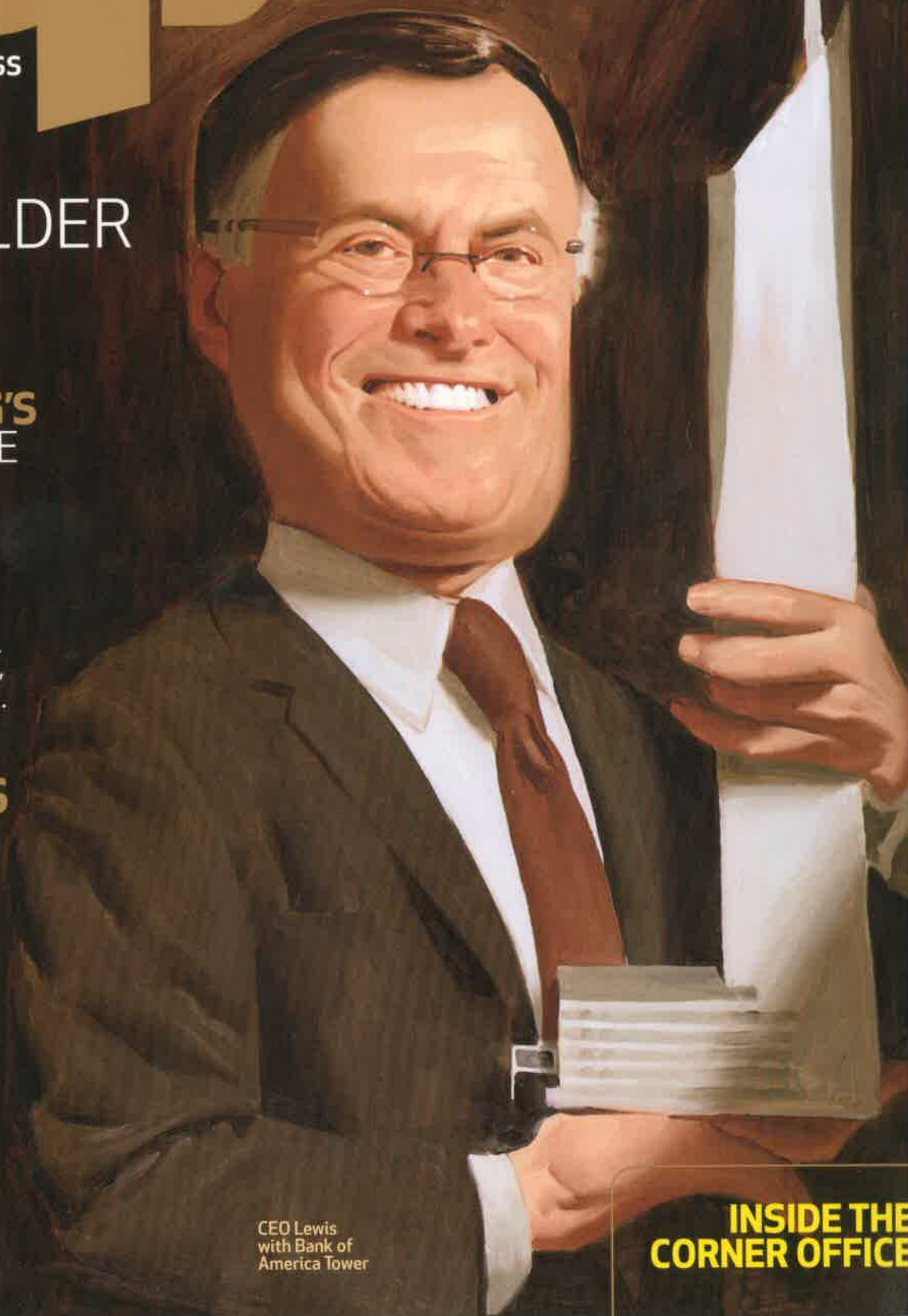
**MIKE BLOOMBERG'S**  
IDEAL WORKSPACE

**TOP 20**  
PLACES TO WORK

**CASE STUDIES**  
WELLS FARGO, OGILVY,  
GENZYME AND MORE...

**LAW FIRM'S LOOK**  
**SAVES MILLIONS**

**Research:** Why Your  
Office is Radically Wrong



CEO Lewis  
with Bank of  
America Tower

**INSIDE THE  
CORNER OFFICE**

# THE BEST PLACES TO WORK

THESE COMPANY OFFICES WERE DESIGNED TO MAKE EMPLOYEES HAPPY AND DO THEIR BEST WORK. WHAT DOES THAT TAKE? FOR STARTERS, HEALTHY AIR AND DAYLIGHT, A COLLABORATIVE ATMOSPHERE, AND SOME SPACE FOR DOWNTIME. BY CODY ADAMS AND ELIZABETH ZEVALLOS



**ABERCROMBIE & FITCH** New Albany, Ohio  
*Designer and Producer of Clothing and Accessories*  
 Set in a rural grotto, accessible via a footpath, the center's focus on nature is meant to encourage interaction—there are few enclosed offices—and the authenticity and connection to the outdoors that the brand promotes.



**EPIC SYSTEMS**, Verona, Wis.  
*Health-Care Systems Provider and Software Trainer*  
 Epic's campus fits into idyllic pastures and farmland, providing serene, relaxing views from within. Outside are hiking trails, playing fields, a treehouse. Meeting rooms have working fireplaces to further the sense of calmness.



**ALBERICI CORP.**, Overland, Mo.  
*General Contractor, Construction Management, Design-Build*  
 The LEED Platinum headquarters is organized around three large atria, with abundant daylight and superior air ventilation. Staff sick days are down 50%.



**GANNETT/USA TODAY**, McLean, Va.  
*Business Holding Firm and News Publisher*  
 To create a sense of community and encourage interaction, the building is modeled after a town center, with a central "town square" gathering place, a gym, a convenience store, and outdoor jogging trails.



**BLOOMBERG LP**, New York, N.Y.  
*Financial Data and News Provider*  
 The idea here is transparency and a sense of equality, with workstations organized like a stock trading floor and no private offices. Technology, artwork, and job functions are integrated to create a fluid, lively workplace.



**GENERAL MILLS**, Golden Valley, Minn.  
*Food Manufacturer*  
 The General Mills campus, of course, has a range of dining options: a 720-seat restaurant, deli, coffee house, juice bar, and outdoor dining terrace with a stream and waterfall. Also convenience stores and a hair salon.



**CONDÉ NAST, THIRD AVENUE**, New York, N.Y.  
*Magazine Publisher*  
 Condé Nast's second cutting-edge cafeteria (the first was by Frank Gehry) is a big hit, with its "light spa" menu in a futuristic space, equipped with programmable lights that can transform the look and feel of the room in an instant.



**GOOGLE OFFICES**, San Francisco, Calif.  
*Internet Software Provider*  
 Converted from a Gap office, the new space is for local staff, to avoid the commute to the Mountain View headquarters. Tight offices for max sharing, plus a slide (left), deluxe cafe, lounge, games, showers, bike parking.



**EDMUNDS.COM**, Santa Monica, Calif.  
*Provider of Automotive Information on the Web*  
 The three-level office, by Studios Architecture, is inspired by auto-racing, speed, and bright colors, providing an energetic and visually stimulating environment. The business emphasis is on openness and flexibility.



**HEARST**, New York, N.Y.  
*Media Conglomerate*  
 The first LEED Gold commercial building in New York is full of daylight and quality air. Few offices, more workstations with low walls, many casual meeting areas the corners. Productivity? Hearst says it's up.



**HEIFER INTERNATIONAL, Little Rock, Ark.**

**World Hunger Organization**

Designed as a narrow arc, the building gives all employees a view, with three sides overlooking wetlands. Each floor has a cafe and balconies, reflecting a corporate view of openness and participation in the world.



**ORANGE LABS, Cambridge, Mass.**

**Mobile Phone Technologies**

For its first U.S. facility, the international company converted five warehouses, connecting them with glass passageways planted with bamboo. Sunlight pours inside, and high-tech workstations are easily reconfigured.



**HYATT, Chicago, Ill.**

**Hotel Operators**

The idea was to make the headquarters as elegantly comfortable as the hotels: a 7-story atrium, with glass staircase, centers the design, which uses warm wood accents. Amenities? Deluxe coffee makers and TVs.



**PIXAR, Emeryville, Calif.**

**3-D Animation Studio**

The studio is one of the cushiest workplaces anywhere. A huge central atrium sparks interaction; animators design their own workspaces—and there's a game room, pool, gardens, soccer field, and cafe with brick-oven pizza.



**KRESGE FOUNDATION, Troy, Mich.**

**Educational Grant Endower**

The foundation's headquarters—partly embedded in earth on three picturesque acres of rare rural land in suburban Troy—features natural light, geothermal heating and cooling, and individual temperature controls.



**RAND, Santa Monica, Calif.**

**Policy Research Institution**

Synergy among research teams is critical to the egalitarian culture of Rand. To foster chance interaction, a mathematical formula was used to design a headquarters with a figure-eight pedestrian flow and no dead ends.



**NAVY FEDERAL CREDIT UNION, Pensacola, Fla.**

**Banker**

The goal here: to maximize employee health, productivity and retention, with an air-filtration system, a 400-foot-long oxygen-producing wall of bamboo—and lovely views of nearby wetlands through the glass exterior.



**REEBOK, Canton, Mass.**

**Shoe Designer and Manufacturer**

Reebok wanted a sleek, energetic headquarters, like its shoes. Four light-filled buildings connect via a glass circulation spine—the company's "Main Street." There's a gym, basketball court, running track, and more.



**NORTH, Portland, Ore.**

**Creative Advertising, Design, and Production Solutions**

For a cutting-edge company with diverse activities, Skylab Architecture chose a base-camp theme. The building is encased in a tent shell; the flexible interior, designed for collaboration, is an eclectic, energizing creative space.



**SAATCHI + SAATCHI L.A., Torrance, Calif.**

**Exclusive Advertising Agency of Toyota**

Saatchi wanted to turn its L.A. offices into a cozier, home-like, collaborative workplace. A grand staircase doubles as bleachers for meetings; there are also living and dining rooms, a library, full kitchen, and game room.

**The Top Perks**  
THE LITTLE THINGS COUNT

Free coffee. Beautiful vistas beyond glass walls. A place to hang out and brainstorm. How does your workplace stack up?



GREAT VIEWS



FITNESS CENTER



GOOD CAFETERIA



COFFEE BARS



PROMOTES TEAMWORK



QUALITY AIR & LIGHT