

Teknion Case Study

client
Roots Canada
Worldwide Headquarters
Toronto, Ontario

designer/dealer
Bullock Associates
Consultants, Inc.

products featured
ie Freestanding System
Contessa Task Seating

The Project

Roots is unique in its culture and the company's new world headquarters reflects that distinction. Recently, co-founders Don Green and Michael Budman decided to consolidate the Toronto headquarters in one facility and approached Bullock Associates Consultants, Inc. to create an environment as innovative as Roots' products and people.

Alan Dalquen, Design Director for Bullock Associates, worked closely with Don Green to review potential products and find the right solution for Roots. Green recounts: "At some point, all the furniture began to look the same...until we went to the Teknion showroom. As soon as I walked in and saw ie finished in silver and white, I knew that's what I wanted our space to look like."



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The Challenges

Like any communication, a corporate headquarters has to send a brand message in a unique and memorable way. Certainly that was one of the goals — and the accomplishments — of the Roots office. Visually compelling and, at the same time, highly functional — the office was designed as an open space that supports the lively creative collaboration that characterizes the company’s workstyle. The new look beautifully embodies a lifestyle brand inspired by “nature, culture, sports and human diversity.”



The Teknion Response

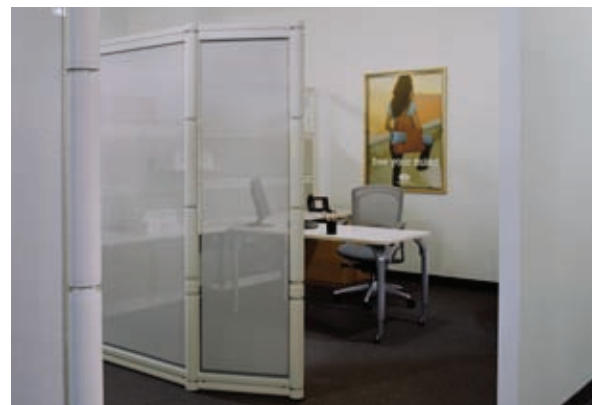
To crystallize Roots’ vision for its new headquarters, Bullock Associates and Office Source — Teknion’s authorized dealer for the project — worked closely with Don Green to go beyond conventional planning concepts. The ie product that captured Green’s imagination was used throughout and translucent membrane screens applied to the ie post and beam framework to define individual workstations that feel private compromising the light, open feel.



Teknion’s ie product team also created a custom solution that solved the problem of samples storage. Celia Spaulding, Marketing Director for the Office Source, notes that, “Utilizing the inherent strength of ie’s post-and-beam structure, Teknion designed a series of coat rods that could hang off the beams. In turn, ie has been configured into a hexagonal cabin application. The cabins, which form team workstation clusters, integrate Roots garment and fashion samples right into the work area.”

Dalquen adds: “While we wanted to showcase the rich variety of colors of the Roots product samples, we also wanted to keep visual clutter to a minimum.” Translucent screens acted as a “neutralizing wrap” around the storage cabins to contain the colorful samples yet maintain a clean, simple look.

Green remarked that the ie screens were reminiscent of a modern campsite. “The workstation clusters, cabins and translucent screens really remind me of tents — and that’s very much consistent with the Roots culture. That’s a great feeling.”



Everyone involved in creating the Roots workspace agrees that ie helped to express the company’s core values of quality, integrity and creativity and its commitment to health and environmental responsibility. The open, airy space maximizes natural light and air circulation and ie’s design ensures a long lifecycle. Dalquen sums up, “The great thing about this product is that it is so clean and simple, so responsive in its functionality and aesthetic, that it will still be new 10 years from now.”