

Teknion Case Study

client
Corus Entertainment
Media and Entertainment
Toronto, Ontario, Canada

designer/dealer
Interior Design: Quadrangle
Architects, Ltd.
Toronto, Canada
Dealer: SCI Interiors
Markham, Ontario, Canada

products featured
Leverage workstations
District storage
Nami seating
Audience Tables
Altos & Optos architectural walls

The Project

With the intention of transforming both technology and operations, Corus Entertainment consolidated 11 dispersed sites in an eight-storey, 500,000 square foot office and broadcast center on the Toronto waterfront. Corus needed a space that would act as a catalyst in the evolution of its business model and culture, breaking down divisional silos by bringing 1,100 employees together in a single space and removing barriers to interaction. Corus also targeted LEED® Gold certification for its new state-of-the-art facility.



The Challenges

The Corus project presented an inspiring challenge to create an engaging, adaptable and healthy workplace that would facilitate collaboration, creativity and esprit de corps. To achieve that goal, Corus worked with Quadrangle Architects and Teknion to apply a range of design solutions that would clearly brand the space and encourage people to move around and work anywhere.

The ability to work anywhere at any time was now possible given the virtualization of Corus' data on a common digital platform, an evolutionary leap that could be leveraged through smart design choices, including furniture. Any furniture solution had to express Corus' unique corporate culture and address the diverse needs of people whose jobs range from Accounting to Animation.

The project was driven by Corus' values—knowledge, innovation, initiative, teamwork and accountability—and a desire to “do the right thing.” Furniture was an integral part of the company's sustainability initiative and key to the LEED Gold CI target.

After thorough review of available products, Corus and the design team at Quadrangle, selected Leverage systems furniture for 1,100 workstations, as well as District storage, Audience meeting tables and Nami guest chairs. Altos and Optos architectural walls were selected to maintain transparency and the feeling of openness so critical to creative collaboration and the democracy of light.



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The Teknion Response

Corus noted that the decision to specify Teknion furniture was highly influenced by Teknion's commitment to sustainable business practices and the green attributes of Teknion products—e.g., low-emitting materials and finishes and the option of FSC-certified wood in panels, worksurfaces and storage doors. Teknion's Canadian origin and the Toronto location of manufacturing facilities also helped Corus reach the decision to choose Teknion.

Teknion partnered with the Quadrangle design team to create a standard kit of parts. Altos and Optos architectural walls were used strategically and customized for each brand. Teknion and 3Form manufactured colorful wave acrylic blades that topped Leverage panels. Ranging from bright red to lime green, the acrylic screens create a visually dynamic space, identify departments and, at a height of 42 inches, provide privacy while maintaining openness and views. Even mobile pedestals received a custom touch with a Quadrangle-designed fabric derived from the Corus logo. The workplace is full of original, sophisticated thinking about how design can build an engaging and energizing workplace.

Corus leadership and the design team consulted employees about design and respected the desire for individual expression. People had the opportunity to select one of two versions of the basic workstations—a storage cabinet or a small meeting table with guest chair to suit the individual work style. Employees could also personalize their space with Teknion's Complements workflow accessories available through an online tool created by Teknion. Although workstations differed to a degree in dimensions and materials, all were low and open, including that of the CEO. There are no private offices anywhere in the building.

Corus and Quadrangle were delighted with their choice of Teknion products and with an innovative workplace that reflects not only the company's culture and environmental values, but also the individual needs of its diverse people. Plus, the finished facility is already contributing to the company's bottom line

Lessons Learned

A lesson learned was the importance of considering the choice of furniture not only in the context of the physical space, but also within the context of the corporate culture. Furniture not only supports workflow, it can spark performance and innovation. Likewise, the Corus building has been heralded as one that engages its staff, allowing them to work how and where they feel most comfortable. The building animates an under-utilized neighborhood and acts as a catalyst for further development along the East Bayfront of the Toronto waterfront.

Peter Sobchak of Quadrangle noted, "Corus Quay takes advantage of all best thinking about how design can help people perform well. It's a place full of light, colour and views—attributes made possible in part by Teknion products like Optos glass walls and low-height workstations. It's great to work with a furniture company that really understands workplace design like Teknion."



"This is a building without offices".

"It makes clear our commitment to openness and communication—and Teknion really helped us achieve that goal. The new space reflects who we are—unconventional, but sophisticated. The Teknion team was quick to understand our culture and able to respond creatively to our ideas about designing our workplace".

