



HAWORTH®

## Foote Cone & Belding New York, New York

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### Client Space

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The New York agency that guides the corporate images of companies like Diet Coke, John Deere, and Samsung Electronics understands that the strongest brands need to permeate every aspect of a corporation.



For Foote, Cone & Belding's own brand, this means even the city that energizes the ideas must be integral. Bringing what surrounds the exterior of the building into the company's new space was, therefore, only natural.

While views and references to the city were key elements in the plans to renovate three floors of the 1898 Gimbals department store, additional needs also had to be considered. The space and its furniture, for instance, had to be highly flexible and functional to accommodate collaborating teams and company growth. It also had to be comfortable for the 900+ employees, from the office furniture and lounge areas to a consistent climate and plenty of light.

Fortunately the agency's new space, located in midtown Manhattan, gave architect David Rockwell plenty to work with. In addition to nearly 100,000 square feet per floor, each of the three floors features ten- to twelve-foot ceilings. An atrium at the core of the building frames an impressive media tower displaying FCB's most recent work.

The atrium also inspired the creation of a stairwell, which Jan Van Halem, V.P. and Director of Facilities Management for FCB, says is perhaps his favorite aspect of the new space.

"Almost no one uses the elevators, which was quite surprising," Van Halem says. "The stairways

provide a nice flow from one floor to the next and promote a sense of connectedness. They are a center of activity, giving the sense of being on a busy New York sidewalk."

Giving each floor a name—Downtown, Midtown, and Uptown—also references the city and creates a sense of community. Each floor is divided into four work areas or neighborhoods, with names like Soho and Chelsea, while the meeting rooms have names like Union Square and Central Park.

Design decisions made with the future and flexibility in mind include furniture on casters, which allows presentation rooms to be tailored for various uses. Environmental sustainability was also a priority for FCB, leading designers to choose LifeSPACE walls by Haworth, which are easy to rearrange and therefore re-use.

However the spaces are arranged, views out of the large windows of bustling Midtown and landmarks like the Empire State Building continually suggest the distinctly New York nature of FCB.

"When you're in the space it feels like you're in the middle of New York," says Van Halem. "So many spaces somehow lose the energy of the city once you're inside them. We've carried it inside, where it positively influences our employees and the work they do."



### Customer Profile

Founded in 1873, Foote, Cone & Belding is the world's third oldest advertising agency, offering a broad range of integrated communications services. While its New York office is its largest, the company also has a world-wide network of nearly 200 offices in more than 100 countries.

### Haworth Product

Systems Furniture: LEGS®\*  
 Desks, Files & Storage: Paradocs®\*  
 Seating: ToDo® and Spa Collection™\*  
 Wood Furniture: Vancouver™  
 Moveable Walls: LifeSPACE®

\*Updated Haworth products now available.

### Architect & Design Firm:

Rockwell Architecture, Planning and Design, P.C. – New York, New York

### Haworth Furniture Dealer:

Lane Office Furniture – New York, New York

\* Please note that some products shown are not manufactured by Haworth.

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