



Steelcase Worklab

Grand Rapids, MI

*Challenge:
Create a more
explicit Steelcase
brand experience
for design
professionals and
customers.*

- a visually engaging environment allows guests to explore how they can create strong connections in the workplace – to people, information, tools they need to do their job, and the culture of their organization.
- The design of the space seeks to craft an experience that would complement and enhance the Steelcase brand message, nurtured by sustainability. A simple sophisticated material palette presents a canvas backdrop for the audience to envision their environment.
- A bold wall forms the outer boundary of the space, creating an anticipatory experience and allowing only a small glimpse into the showroom as visitors are greeted and brought into the space.
- The height of the manufacturing facility was leveraged by creating a mezzanine for the customer engagement zone, facilitating relaxed conversations on the research and insights behind Steelcase furniture and the needs of each customer group.
- WorkLab® was designed to the LEED® Green Building Rating System for Commercial Interiors.