

RED HAT

Raleigh, NC

Size

450,000 square feet

Project Highlights

Relocation and consolidation from suburban headquarters to urban headquarters; Repositioning of downtown building, including boldly modifying building's roofline with striking red panels and building's ground level canopy; Intelligent, generational inclusive workplace that reflects Red Hat's culture of sharing, openness and learning; Open offices with benching systems; Two-floor amenity zone: full service cafeteria, gaming lounges, outdoor terrace and fitness center; Interconnecting stair; High impact branding and wayfinding; LEED-CI Gold

Services Provided

Workplace design strategies; Full service interior design and architecture; Change management; Implementation of workplace design standards; Environmental graphic design; Sustainable design and consulting





Red Hat, one of IA's largest global on-call accounts, was expanding beyond their existing headquarters facilities and elected to relocate and consolidate to a location in downtown Raleigh, NC. The second time Red Hat would occupy a building recognized by the general population for its previous tenant, a critical design requirement included completely re-branding the building to create a landmark unique to Red Hat. The team restructured the building's canopy and existing roof line, characterized by a dramatic swooping form, replaced gray metal panels with red panels, and added a prominent Red Hat logo to re-introduce the building to the Raleigh skyline.

The interior design followed a series of principles which simplified the overall design and ensured the design reflected Red Hat's culture of value, openness, and community:

- 1:1 staff to small meeting space (adjacent to staff)
- Workspace with views and natural light
- No assigned workspaces along windows
- Primary circulation away from workstations
- Food and meeting spaces always work together
- The 'best space' is reserved for community functions
- Long-term flexibility and adaptability
- Openness, clean lines, simple structures, transparency
- Branded features help employees identify with values/mission

An open, interconnected stair connects a three-floor community space that includes amenities accessible to all employees. The 9th floor serves as the center of activity and community use for the entire facility as well as the main reception area for hosting visitors. Floor-to-ceiling glass windows flood the expansive, two-story space with light. It features customer-facing conference rooms, breakout space, dining and food service, gaming areas and space for recruiting. The 8th floor includes a training center and 3,500 square-foot outdoor terrace with seating and shade features for outdoor events. A fitness center located at the east and west wings of the 10th floor overlooks the 9th floor community space with panoramic views.

A neighborhood approach to organizing the workspace provides groups of workstations surrounded by meeting areas. The design solution also maximized flexibility and adaptability, allowing teams to expand and contract without construction. Other features, such as large meeting rooms, pantries, copy/storage spaces, are located in the same place on every floor, making it easy for employees to find support functions regardless of the floor they occupy. An extensive branding scheme orients and directs staff around the floor.