

WHIRLPOOL

North America and Global Headquarters

Size

570,000 square feet (Phase I-III)

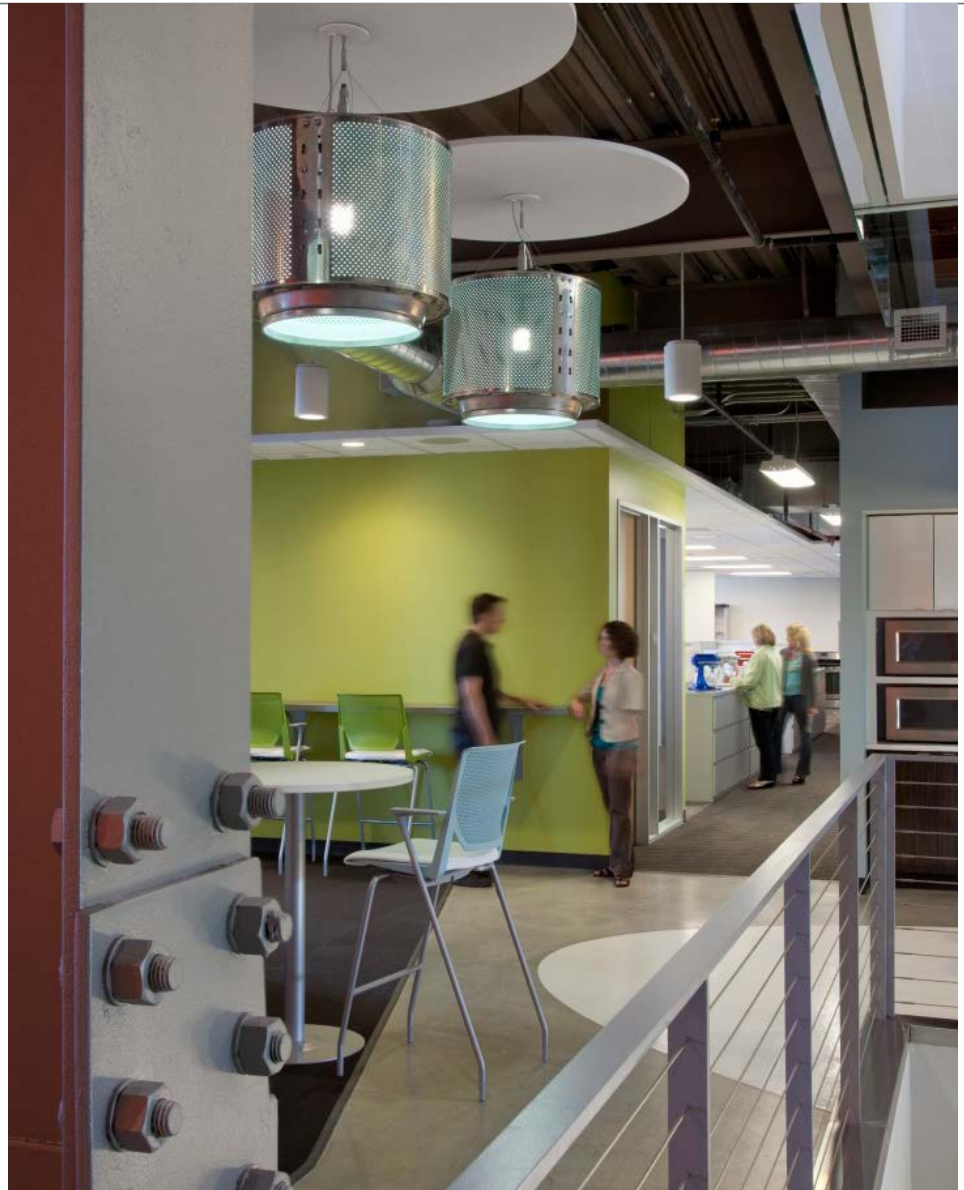
330,000 square feet (Phase IV-V)

Project Highlights

Consolidation of multiple locations into centralized headquarters; Phased construction; Exposed ceilings and open floorplan; Centralized collaboration zones and perimeter workstations; Dynamic mix of shared and individual workspaces that support cultural shift; Collaboration with internal product design team to create unique client references through environmental graphics and architectural solutions; LEED-NC Platinum

Services Provided

Full interior design and architecture; Workplace strategies; Master planning; Furniture specifications; Environmental graphic design





With clear business goals established, IA designed a game-changing work environment for the Whirlpool Corporation's new North American Headquarters. Whirlpool's drivers included fostering streamlined and less formal processes, and enabling collaboration and innovation. They saw the work environment as a way to support and reinforce this cultural shift.

Teaming with Arquitectonica and Epstein for core and shell services, IA took a holistic approach and designed the building from the inside out. We staggered, extended and separated the core to allow for an open stair and pantry with adjacent meeting areas. As the primary collaboration zone, this space functions as the heart of the building's activities, allowing perimeter spaces to cater to more individual work.

Core halves were also laterally shifted in opposite directions to reduce the scale of the main circulation path and create smaller- and larger-scale areas of the office floorplate. This energized space and created different volumes and zones, some generous to promote activity, others designed to be intimate in order to promote focus.

Leading by example, the President, CFO and Director of HR all moved to open plan. Careful consideration was made to the amount and location of collaboration spaces. The LEED

Platinum facility has a dynamic mix of shared and individual workspace and has met the client's needs in supporting their cultural shift.

Incorporating brand culture, we worked with internal product design teams to revise their home workshop product, Gladiator, to be functionally and visually appropriate for an office setting. Whirlpool product references occur in numerous architectural solutions. For example, stainless steel dryer drums were used for custom light fixture housed in the collaboration area.

The new environment captures the Whirlpool tradition and culture, yet reflects the company's global reach. The workspace demonstrates an understanding of how people work and provides the flexibility to accommodate future work styles. Post-occupancy studies have determined a 40% increase in employee pride, productivity and improvements in meeting effectiveness.