

# ABT ASSOCIATES

Cambridge, MA  
and Rockville, MD  
Campus Relocations

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## Size

Cambridge, MA: 90,000 square feet

Rockville, MD: 150,000 square feet

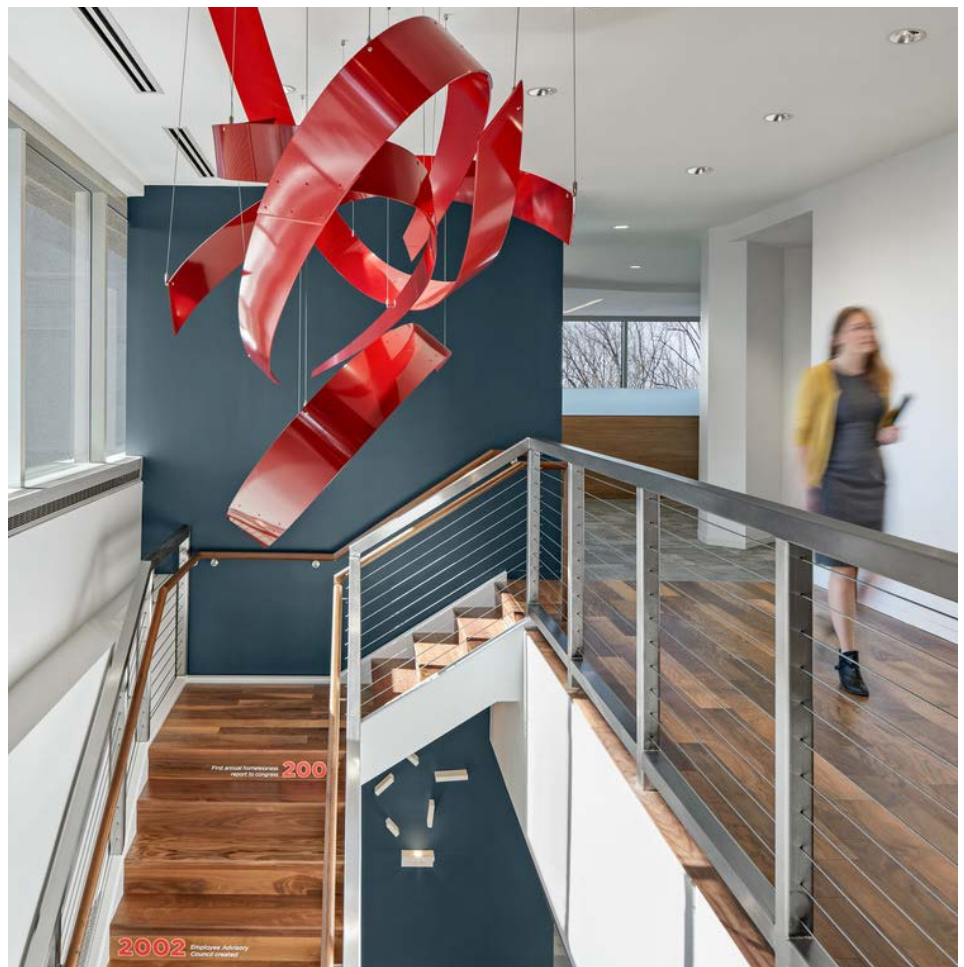
## Project Highlights

A single workplace strategy effort for both locations; Workplace strategy and change management services; Significant culture shift in real estate, work modes, and physical space; Transitioned from 96% private offices to open and flexible kit-of-parts workstations; Experiential graphics feature history and purpose of company

## Services Provided

Workplace Strategy; Full service interior architecture and design; Experiential graphic design: branding and signage; Furniture specification; Lighting design

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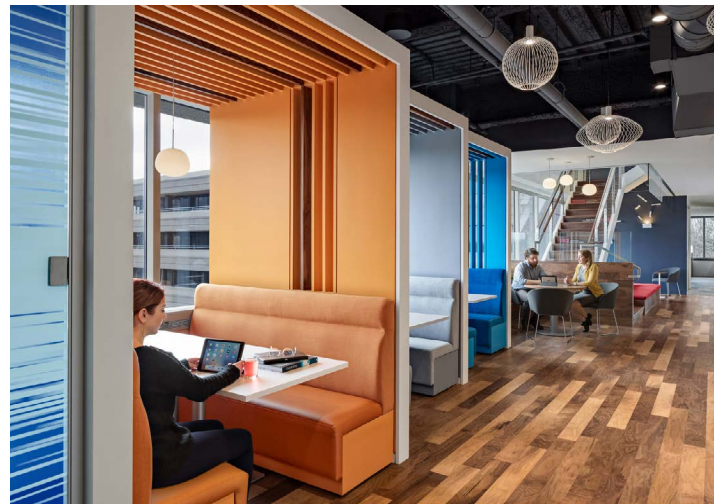




Abt Associates, a top ranking global research and international development company, sought a partner to optimize their future real estate needs by implementing a workplace strategy that supports their business objectives and corporate culture. After being in its Cambridge headquarters and Rockville locations for 40 and 25 years respectively, Abt leadership was prepared for a significant culture shift on multiple fronts. In addition to aesthetic upgrades, they looked to the IA team to transition them from 96% private offices to more dynamic and collaborative environments.

IA's single workplace strategy effort for both locations included current state assessments, site observations, culture evaluations, employee surveys, visioning sessions, and focus groups with their executive committee and department representatives. Through analysis of the collected data, IA implemented flexible kit-of-parts workstations.

To support activity-based working, spaces for focus, collaboration, learning, and refreshing offer staff spaces away from their desks. To further support culture, experiential graphics are incorporated throughout that relay the company's history and purpose.



Abt's leadership was conscious to keep its employees informed and engaged throughout the process. A variety of direct and interactive communication vehicles were used, including newsletters, site tours, expos, mock-ups, and virtual reality. These provided employees the opportunity to learn more about the research behind the new space plans, design, and room types. During construction multiple workshops enabled discussions around space use protocols and guidelines. A welcome pack was also issued on day one of move-in as well as a post-occupancy survey 90 days after move-in to evaluate the new workplaces.