

Robert Robst, the designer attributed with having invented the “cube”, seemed to regret how his original intent was translated into the workplace. In the last decade, we have seen companies start to move away from equipping their offices with cubicles. We have found that employees work environments can play a large roll in productivity and that privacy allows a person to devote full attention to the problem at hand. We also found that companies have developed a setting in the workplace that follows the organizations goals and overall vision.

Creating Productivity with Thoughtful Design

Progressive business leaders have argued that physical environments can influence workers' performance. Anita Roddick, founder of The Body Shop, told viewers of “The Creative Spirit,” a 1992 PBS television series, “I used to be a teacher, and I know that one way to encourage creativity is to make the environment stimulating, even entertaining.” Inspiring spaces often represent a total experience of senses. If you look at some of the environments that successful business work within, you will not see much of the typical grey cubicle. These work areas are tailored to the employees with furniture that is portable, colorful and functional.

Shifting from Groups to Individual Areas

Designers caution that many people like working, playing and otherwise being active in large groups, they will always face activities that must be performed on an individual level, where privacy, intimacy and isolation help ensure optimum results. The design challenge is to create successful small spaces that support their bigger surroundings. People need to have a feeling of privacy in their individual workplace to allow for individual thought and creativity.

The Office as a Branding Experience

Corporate America is investing in a new phenomenon the office as a brand experience. Welcome to the world of the ‘narrative office’ where some of the biggest global brand names have woken up to the potential of their own office environment as a branding tool for employees, visitors, suppliers and investors alike. Treating your office space not as a neutral asset but as an opportunity to express what your brand really stands for is seen by a growing number of business leaders as making good motivational sense.

LOFTwall is an innovative divider partition for living and work spaces. A modular partition wall comprised of aluminum frames and customizable panels. Loftwall is a solution for any company facing the challenge of employee privacy, creative design and branding the workplace. LOFTwall is a modular, lightweight & easy to assemble divider. It's a great solution when a permanent wall is not feasible or permitted in a space.