



hanson **international**

PHASE 1: LEARN + VISUALIZE

Phase 1: Learn + Visualize

Concept Design

Our process is geared to reveal your deep knowledge of your areas of expertise, identify your management technique and discover your culture. We clarify and report back at each step. Our process is deliberately thorough because we desire to help you do more than you might think is possible. We are planners at our core and we love the power of design when partnered with a strategic approach to the business and operational end of what you do. Design, when properly deployed, has the power to help your team be more Happy, Healthy and Connected. This is our mission and we are delighted to be considered for this important partnership.

Meeting 1 - Discovery Workshop - Completed

- Meet with your leadership / management team for a 3-hour interactive day of exploration
- Fun activities to help you explore your ideas and define the project goals and vision
- Intersect will present about workplaces today to help you think about opportunities
- Identify your space and workflow needs and the experience of how your workplace should feel
- Visual preference survey to establish the character of design

We will document the existing building layout to create a basic background drawing for our planning efforts

Team Survey - Completed

- We will provide a survey to gather feedback from your team about their needs and desires
- Provide you an email link to distribute to your team via the Survey Monkey platform
- We will consolidate the data and report the results back to you
-

Meeting 2: Report Back + Initial Planning - @ Hanson office Completed

- Review the goals, vision and visual character preference results
- Team Survey results
- Review the program of spaces and adjacency / experience diagram
- Initial planning diagrams: 2-3 test fit plans of you your spaces might be reconfigured

Meeting 3: Final Design Direction + Budgeting - @ Intersect Studio Completed

Single conceptual floor plan

- Visual Character design direction + 3D massing model of key office areas for general design direction and brand incorporation. Virtual Reality headset will be utilized to help you better imagine the design direction
- Present total project cost budget draft. This will be a magnitude of cost budget range based on the conceptual plan utilizing general square foot costs. We will also help you budget for all potential project cost items in order to set a potential project budget target.

Meeting 4: Next Steps:

- Once you have had time to consider the direction you desire, we will connect to discuss next steps, budget, construction partner, timeline, etc.

Project Goals and Considerations

Initial Goals

- Better organize the workplace layout and calibrate to required tasks
- Enhance connection / teamwork within workgroups
- Open up visual connections between all workgroups
- Create more + better places for collaboration
- Provide design character that supports the mission and company identity
- Celebrate the brand + customer immersion
- Provide amenities that provide a supportive and healthy work environment: wellness, recharge, etc.
- Support and represent process
- Celebrate the strong team and culture

Considerations

- Budget
- Keeping confidential information confidential
- Downtime for production / logistics of construction
- Some people might be worried they are going to lose ownership of their space - change management

Culture

Core Values

- The success of our companies depends on all of our teammates working together.
- We will be truthful with and respectful to our teammates.
- We will base teammate advancements on performance capabilities.
- We will strive to maintain facilities in first class condition both inside and outside.
- We will emphasize our teammates' safety.
- We will honor our commitments to teammates, customers, vendors, banks, and business partners.
- We will support and be involved in the communities where our facilities are located.

Culture

- Seasoned Leadership open to change
- "Doors open" culture
- Community-focused
- Celebratory culture - measure and celebrate success
- Existing chemistry
- Pride in excellent customer service
- Collaboration with clients
- Teamwork
- Solving puzzles
- Create / ideate
- Trust
- Family
- Fostering
- Rich history
- Community staple
- "Push the envelope"

Culture Cards



Trust



Quality



Family



All Hands on Deck



Strategy / Planning

Vision

Create an **enthusiastic** and **inspiring** workplace that fosters the connection of teams working toward a common goal, while maintaining the celebratory nature of the existing culture.

The space should support **future growth** within a changing industry and emphasize the **specialized** and **individualized** approach of the products Hanson provides to their clients.



Design Principles

Experience

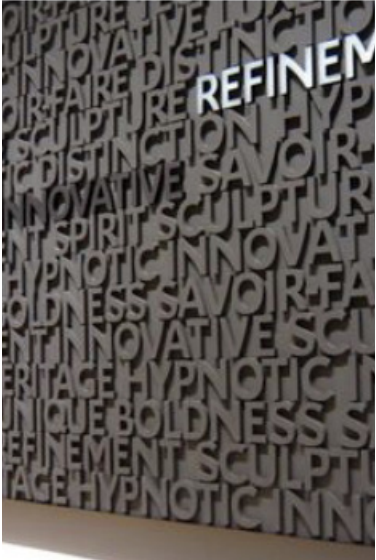
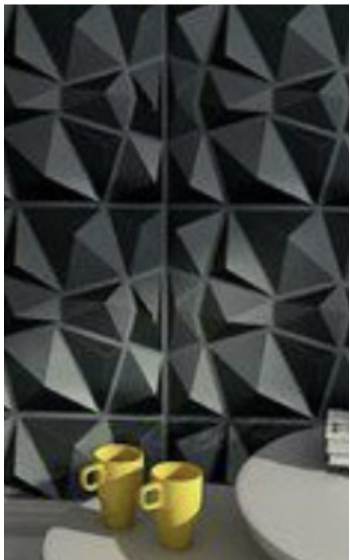
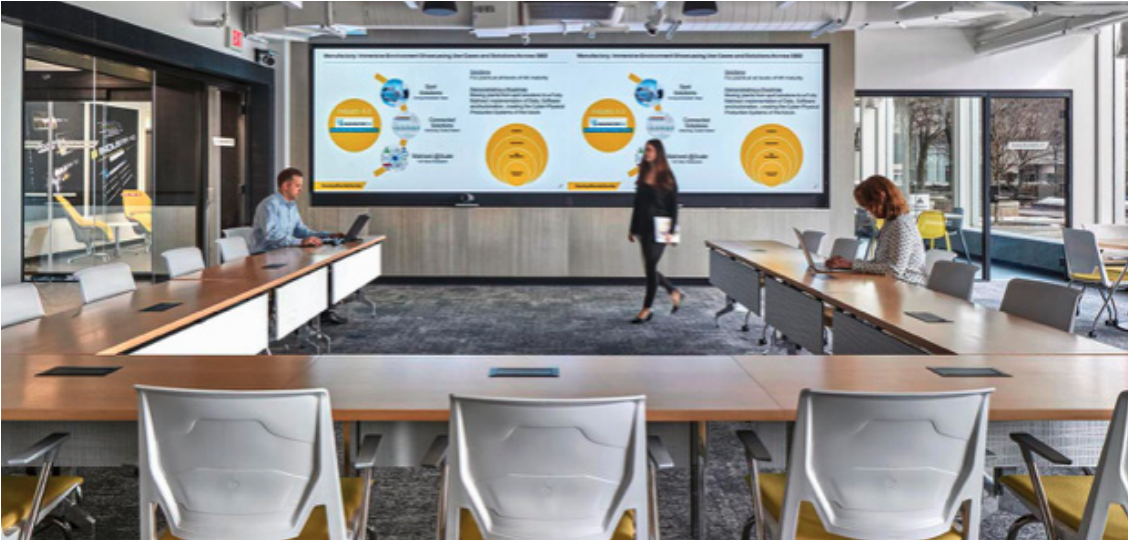
- The longest running dies start at Hanson. And with a workplace that is calibrated to support the process of building world-class tooling into the future -- this is just the beginning.
- With innovation at the core, this re-designed space allows employees to experience the design and build process. From connected groups, and intentional transitions, to integrated technology, and flexible workspaces. Everything is designed to support the proven process that defines the Hanson Difference.

Place

- Flexible and connected
- Transparent and modern
- Celebrates team and community

Style

- Elevated Industrial
- Bright and Natural
- Inspired and Engaging



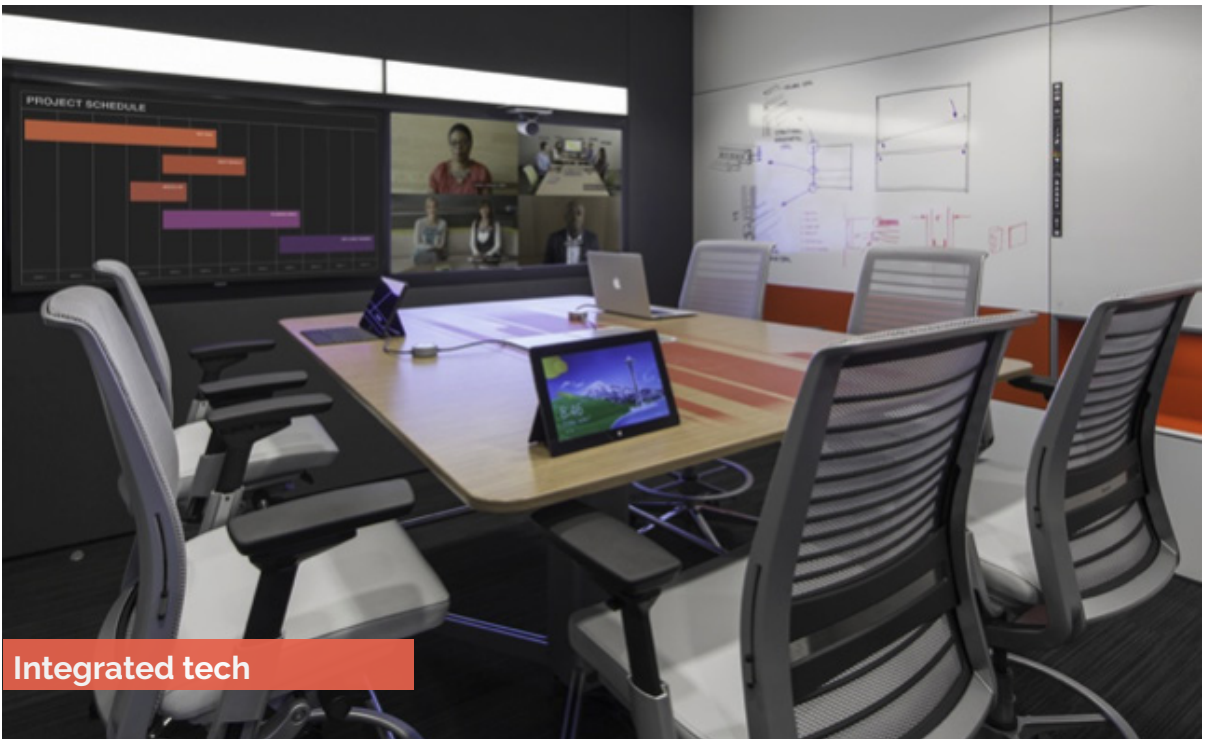
Visual Preference Survey Results



openness + palette



Intentional meeting space: board room



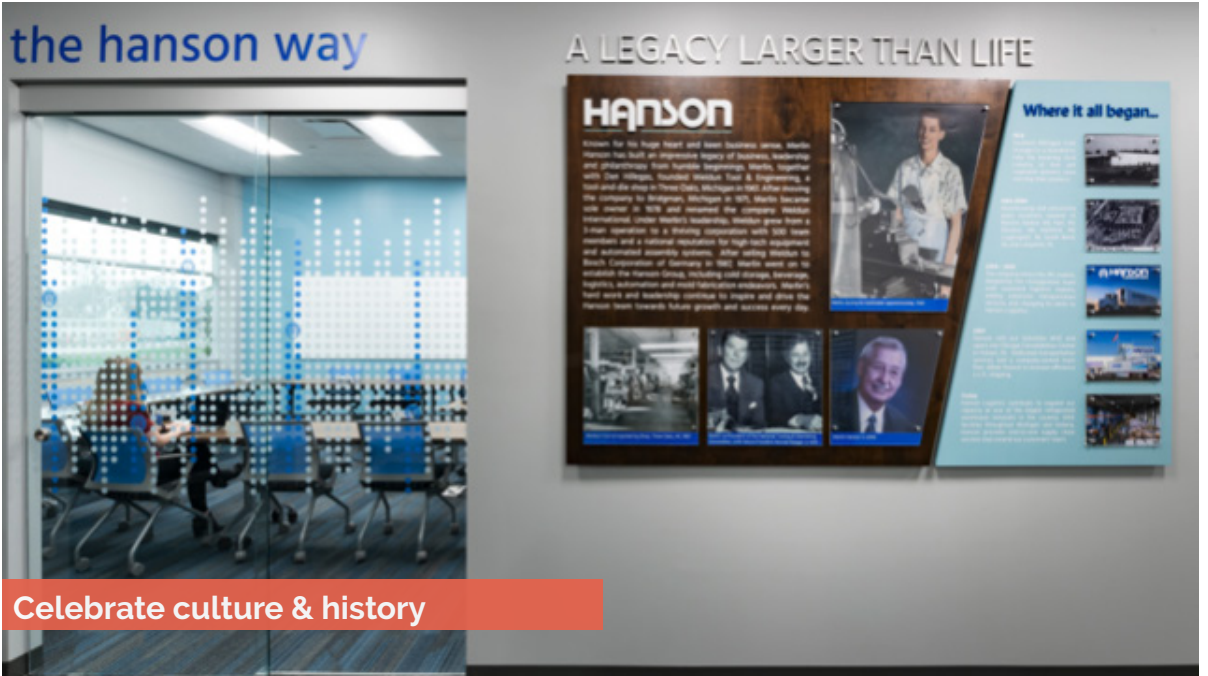
Integrated tech



furniture, palette + adjacency



clean + bright



Celebrate culture & history



Visual Preference Survey Results Continued

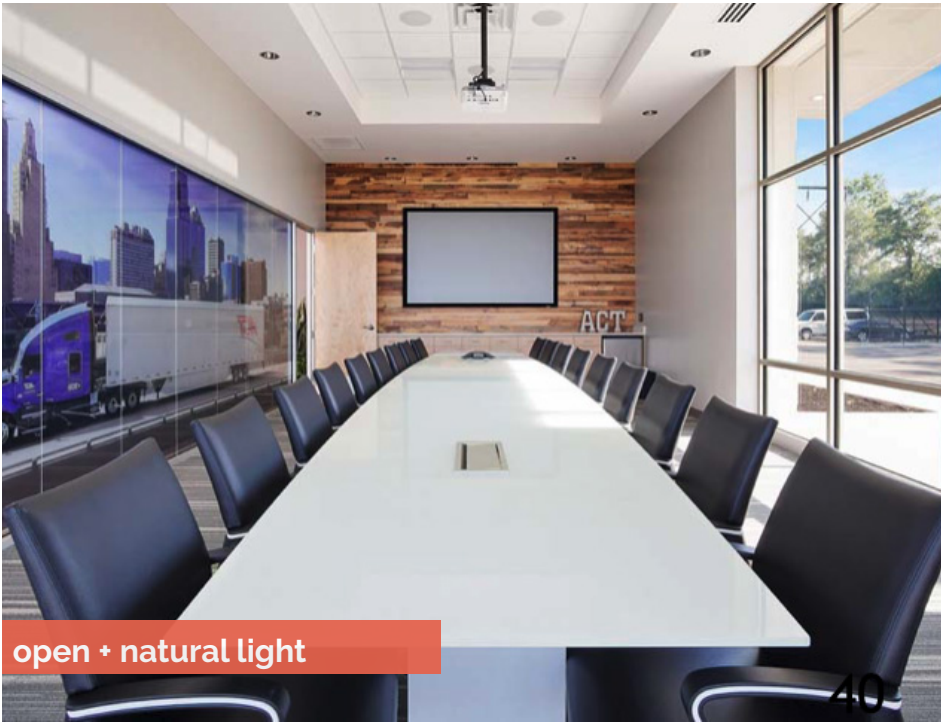
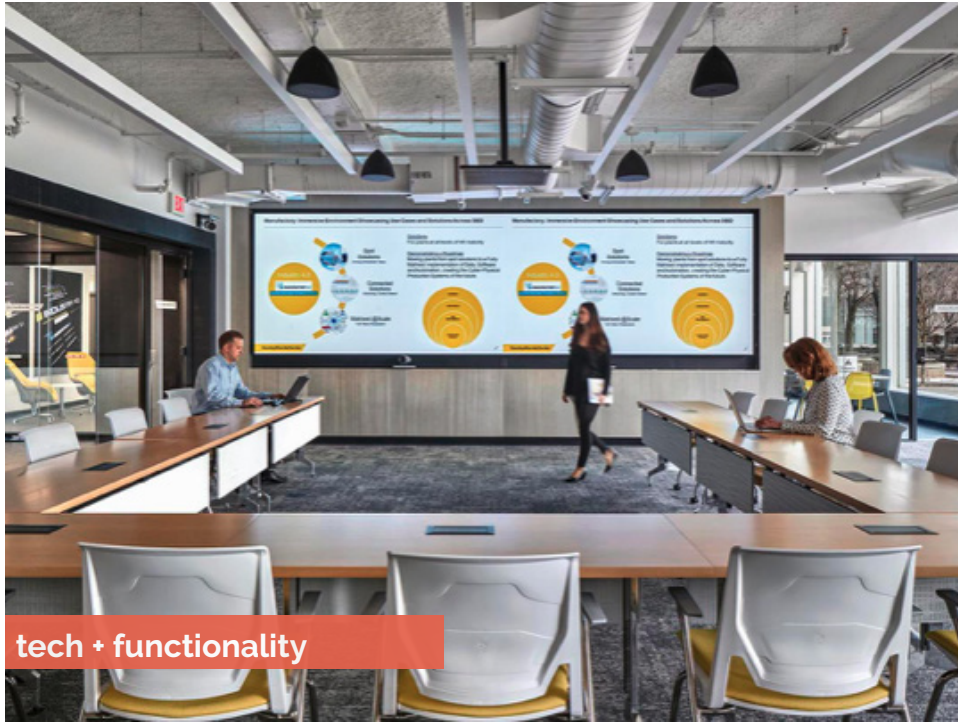
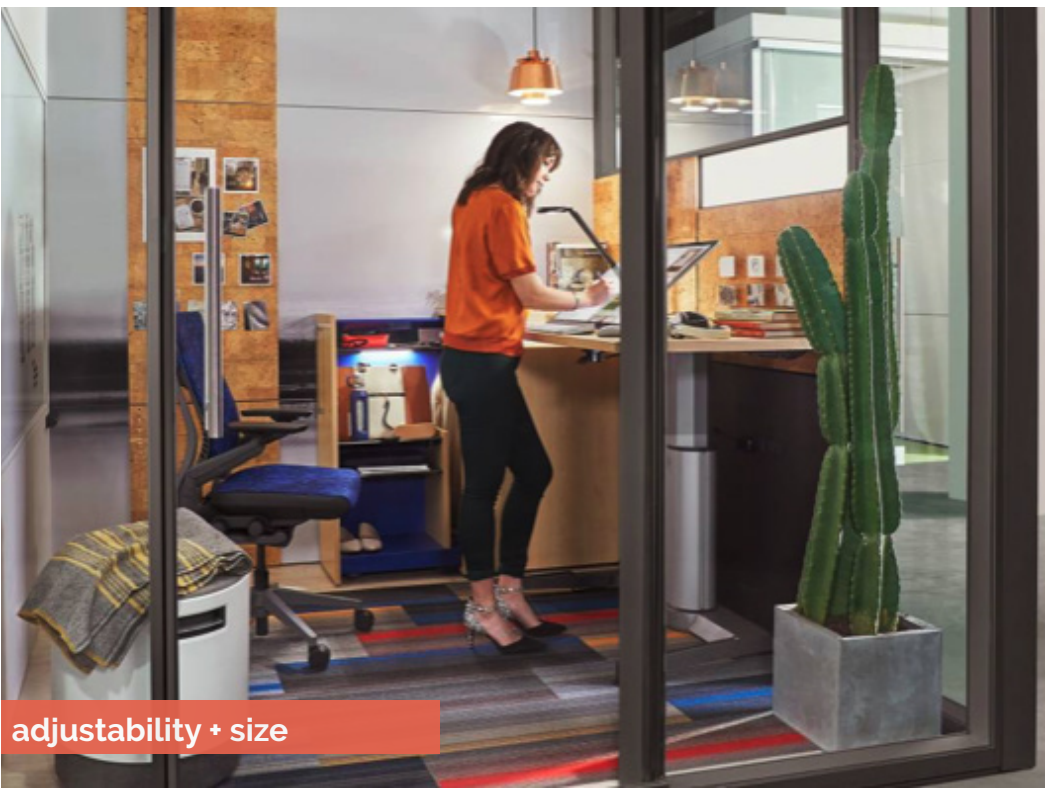
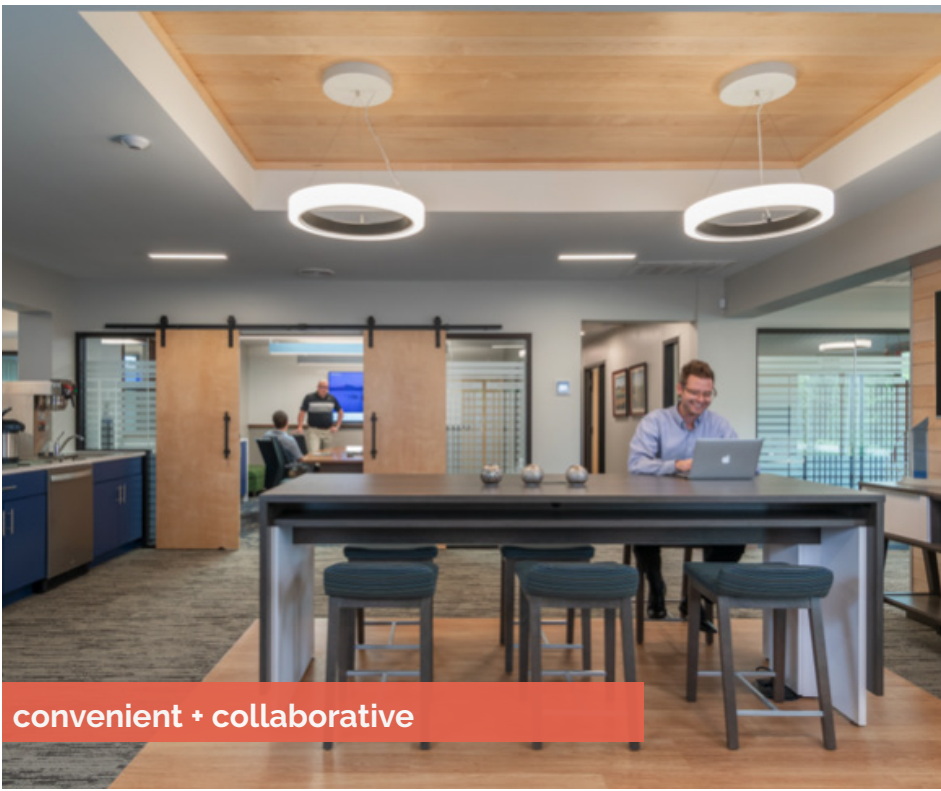
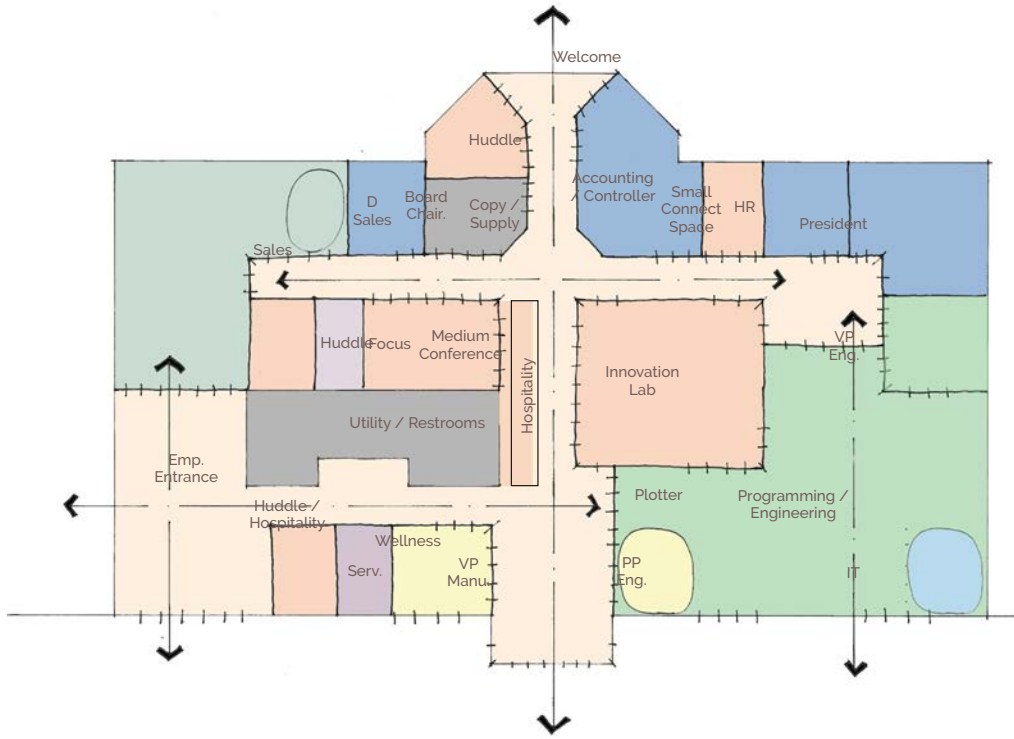


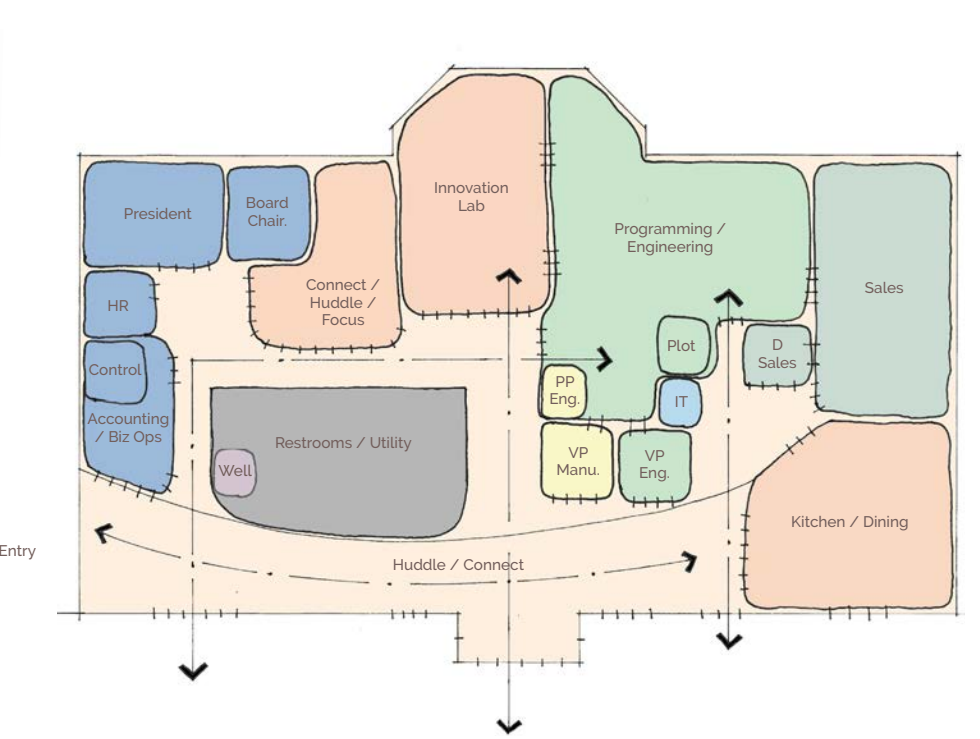
Diagram Overview - For Reference



OPTION 1
Familiar Territory



OPTION 2
Innovation at the core



OPTION 3
Connect Spine



Schematic Floor Plan



Office Floor Plan
Scale 3/32" = 1'-0"

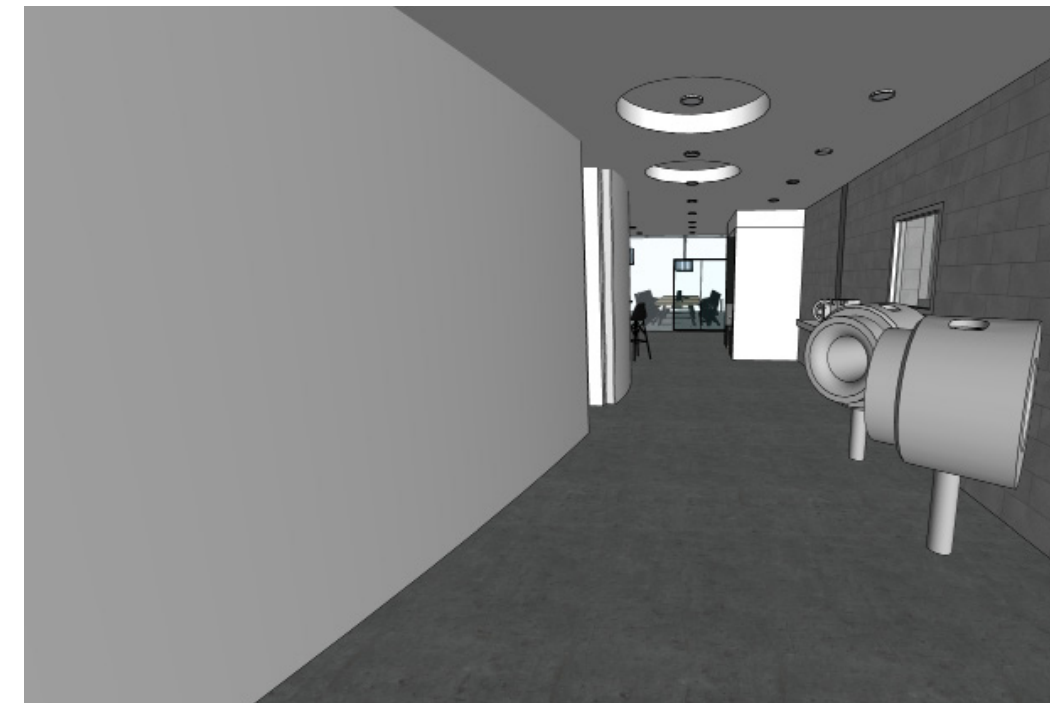
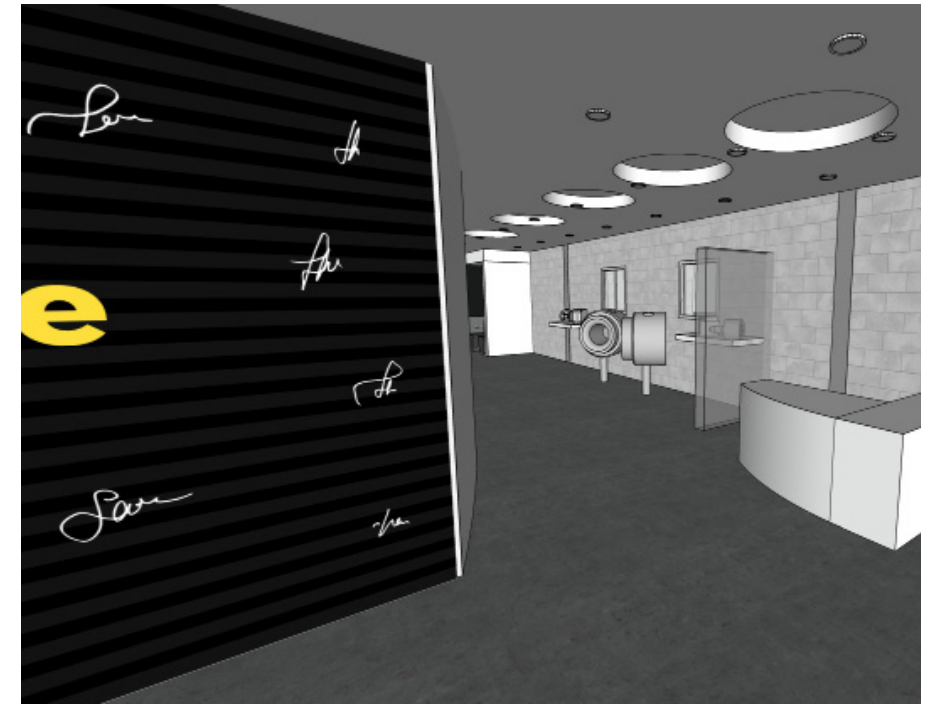
Perspective Floor Plan

Notes:

Perspective not updated from Meeting #3 revisions.



3D Views



Notes:

3D views not updated from Meeting #3 revisions.

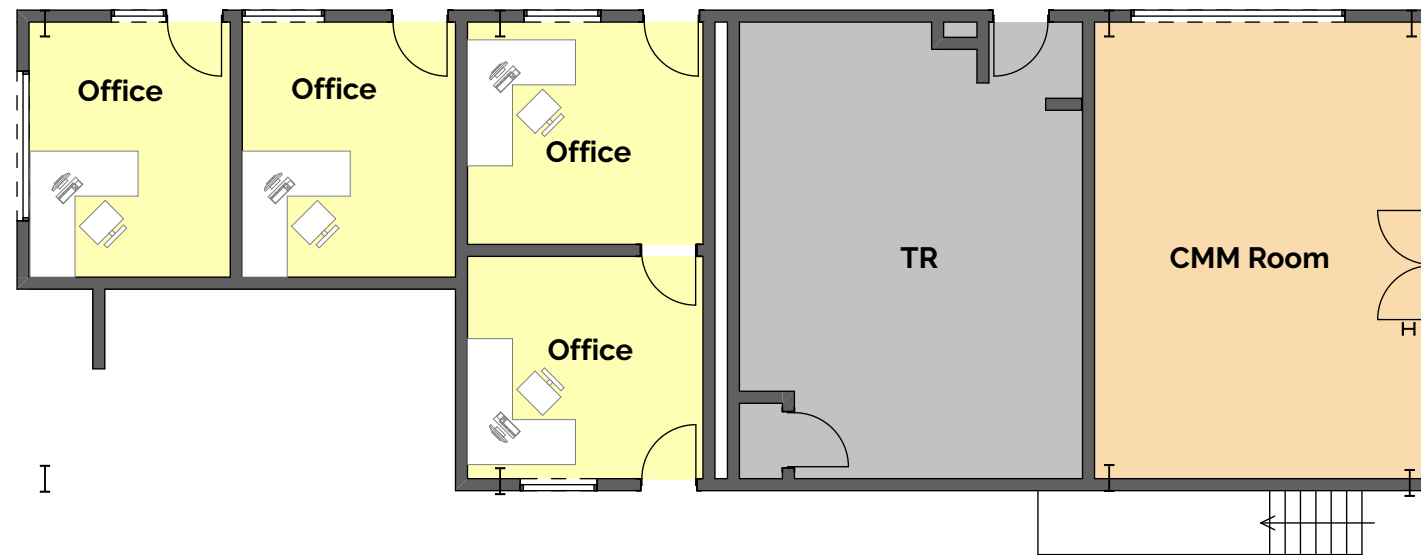
3D Views



Notes:

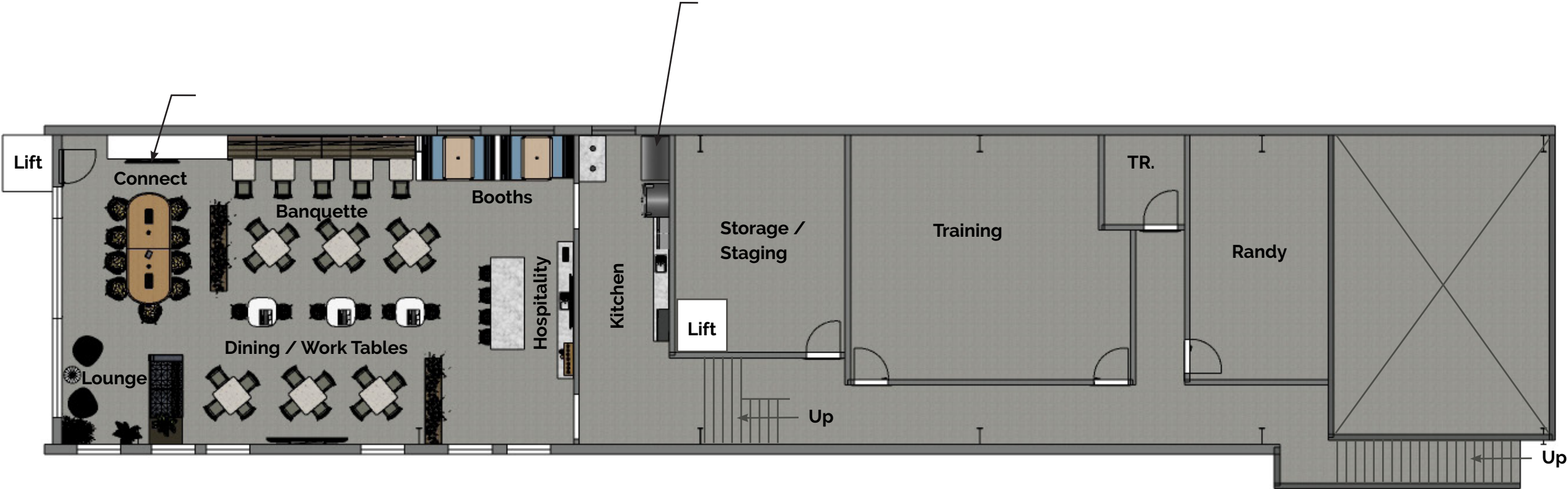
3D views not updated from Meeting #3 revisions.

1st Floor of Mezzanine Area: Offices + Connect



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Main Level Floor Plan
Scale 3/32" = 1'-0"

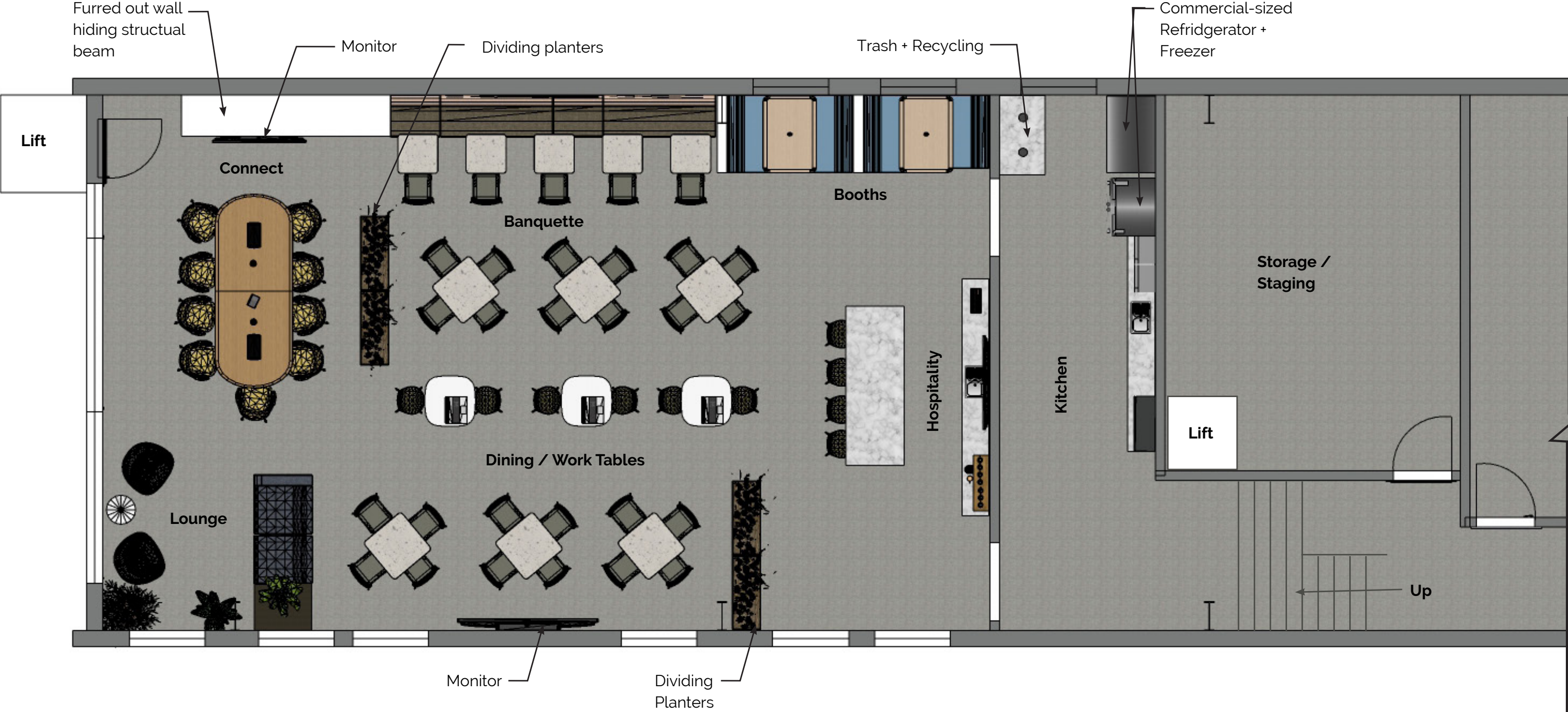
Overall Mezzanine Preliminary Layout



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 Mezzanine Floor Plan
 Scale 3/32" = 1'-0"



Mezzanine Preliminary Layout: Work Cafe



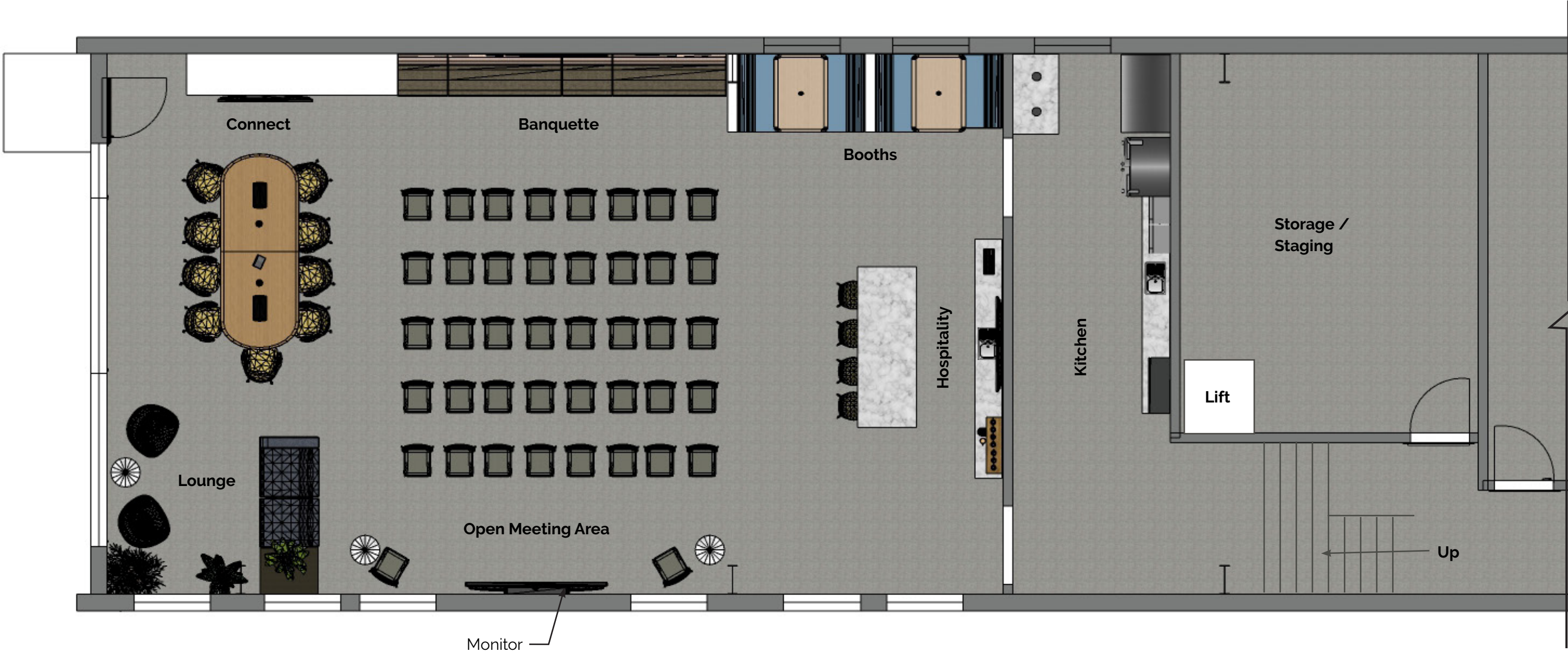
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Mezzanine Floor Plan
 Scale 3/16" = 1'-0"

Mezzanine 3D Perspective: Work Cafe



Mezzanine Perspective
Scale: NTS

Mezzanine Preliminary Layout: All-Hands Meeting



N
Mezzanine Floor Plan
Scale 3/16" = 1'-0"

Mezzanine 3D Perspective: All-Hands Meeting



Mezzanine Perspective
Scale: NTS

Interior Style Direction



Preliminary Branding Plan

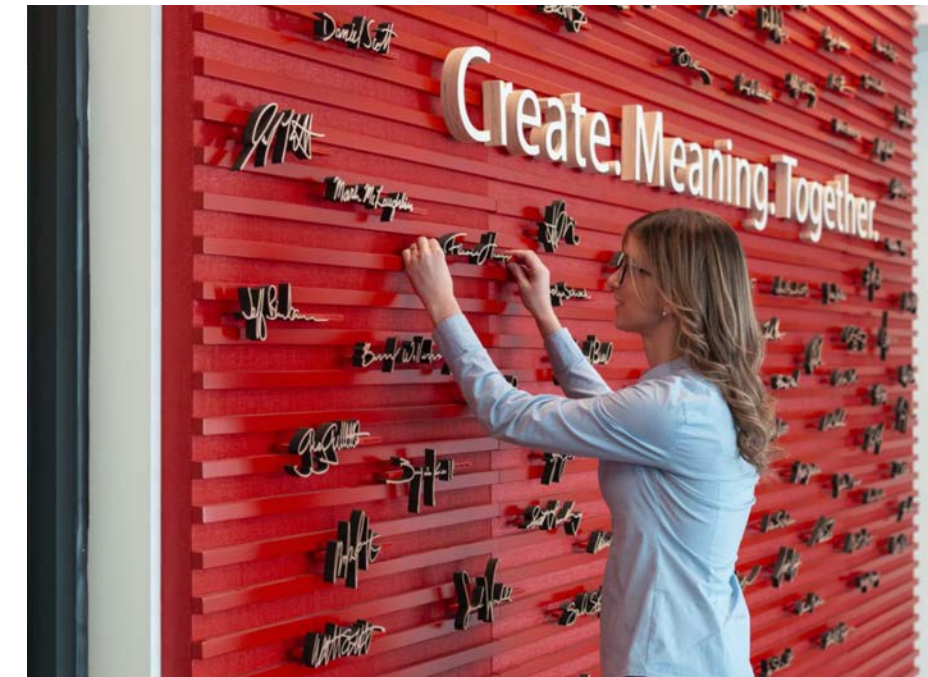


Branding Key

- 1 Welcome Feature Wall
- 2 Product Display
- 3 Entry Connect Room
- 4 Innovation Lab
- 5 History Wall
- 6 Transition
- 7 Dimensional Logo
- 8 Community Feature

Floor Plan
Scale 3/32" = 1'-0"

Environmental branding visioning



Visioning image

An interactive experience that allows team members to add their own 3D signature to the wall.

Conceptual Design

Put the names of your team behind the guarantee. Right at the entrance, show your team and your customers how much you value the name behind the product.

Environmental branding visioning



Conceptual Design

Present Hanson's Core Values inside of the interview room near the entrance



Visioning image

A nice mix of dimensional headlines with colored edges and vinyl applied text to the wall.

Environmental branding visioning



Visioning image

A product showcase that presents products and graphics.

HEADLINE

SUBHEADLINE

The success of our companies depends on all of our teammates working together.



Conceptual Design

Smaller products are mounted to a floating shelf below the windows to the shop, while larger molds anchor the display on floor pedestals.

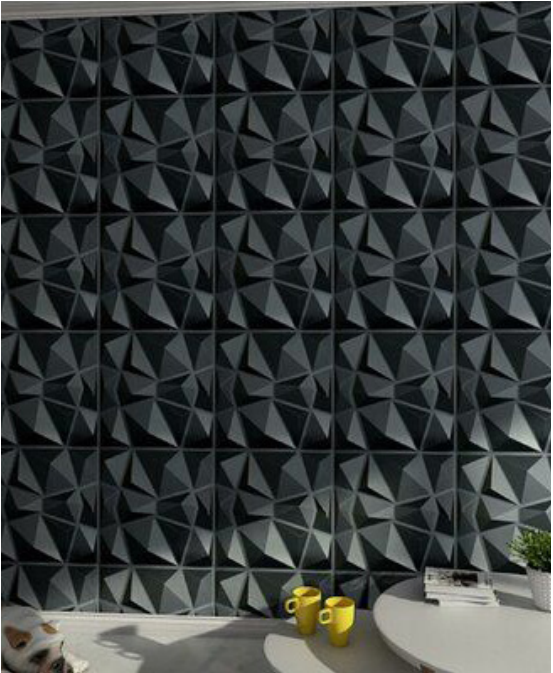
Using layered graphics behind each product to share the technical expertise.

Environmental branding visioning



Conceptual Design

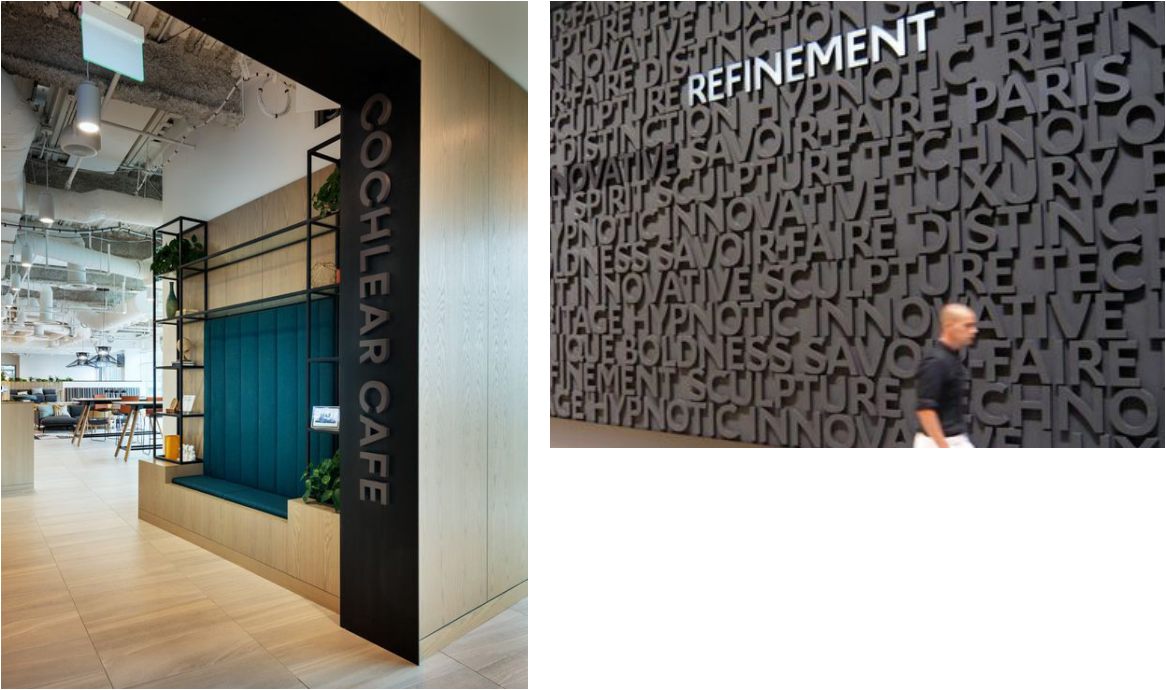
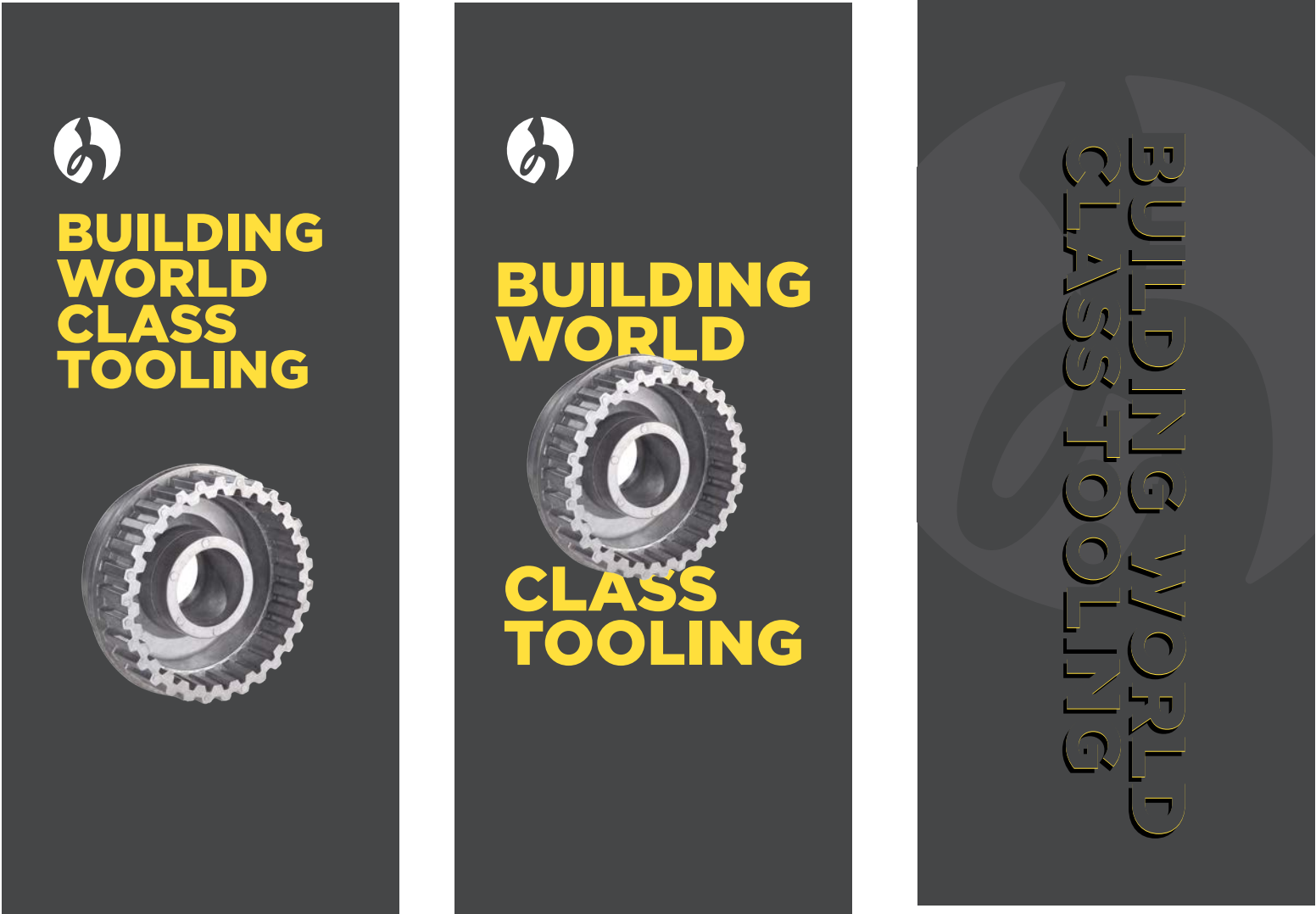
Using custom acoustic panels, we mimic the inside of a complex die to create a textural backdrop, and then mount a dimensional logo to wrap around the corner.



Visioning images

Acousitcal paneling and corner graphics

Environmental branding visioning



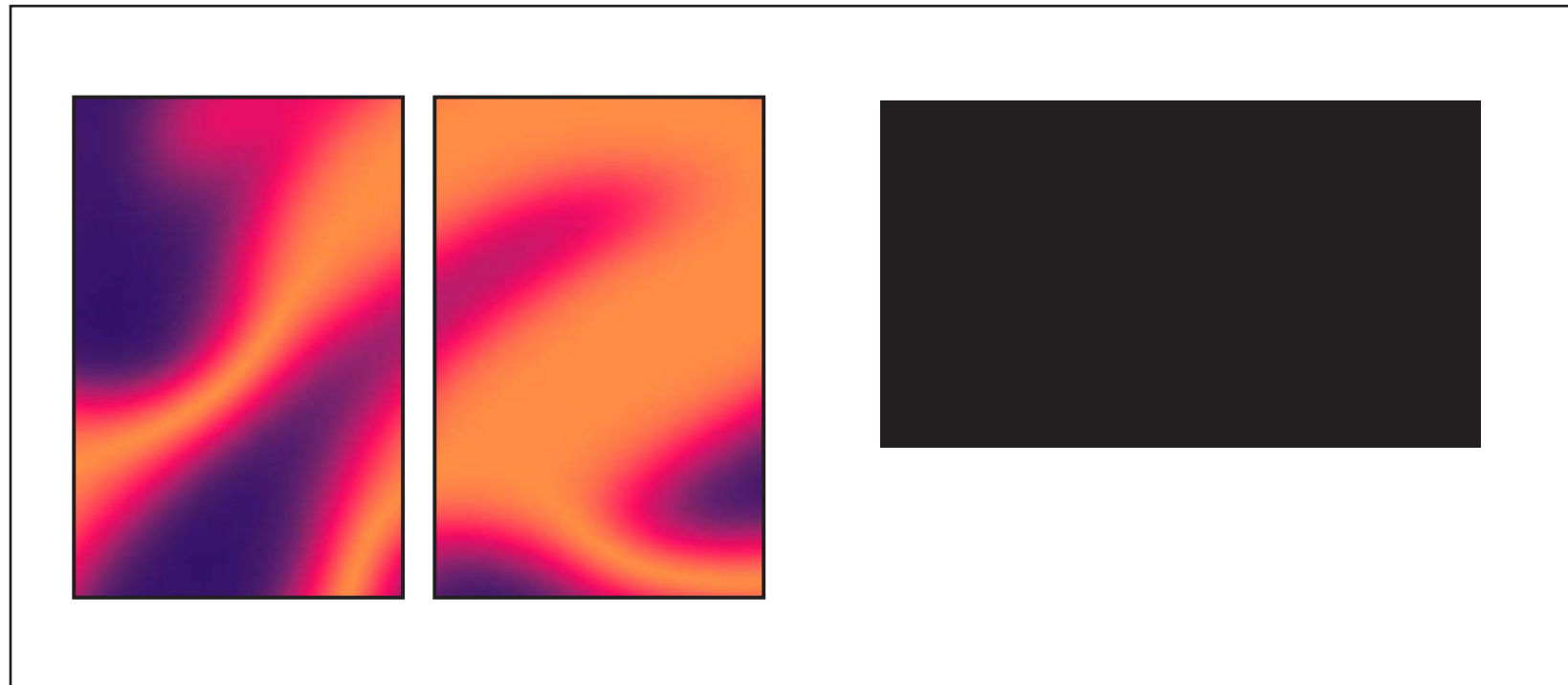
Visioning images

Dimensional typography to help blend the transition between the shop and the office.

Conceptual Design

Using an anthem-like statement with either imagery or tone on tone typography with painted sides to remind everyone as they pass between, why they're at Hanson.

Environmental branding visioning



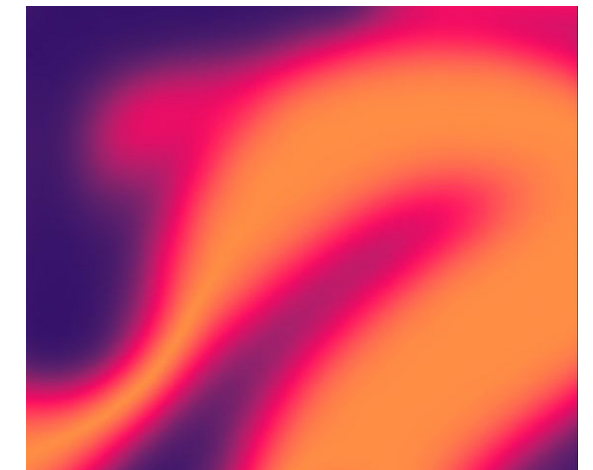
Conceptual Design

In the innovaton lab, set two large displays inside the wall to create this effect of a moving wall adjacent to the connected display.



Visioning images

Using the Magma5 software as inspiration, we create digital, looping animations.





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