

Gensler Workplace Survey

Want to increase profitability by 14%? Sure, who wouldn't. Well, put away the cat o' nine tails, break out the real estate budget and cut a slice off for human resources and, according to the **Gensler 2008 U.S. Workplace Survey**, a nationwide study of office workers commissioned by Gensler, you might be well on your way.

FULL STORY ON PG.3



Greenbuild 08

Greenbuild 2008, with its theme, “**Revolutionary Green: Innovations for Global Sustainability**” was held in Boston November 17 to 22. It was big, really big, in almost every way. Nearly 30,000 people, from every state and from 80 countries were in attendance, either in person or by remote hook-up.

FULL STORY ON PG.9



Project Focus: RTKL. Los Angeles and dTank

dTank was a natural choice for RTKL when constructing its new Los Angeles office. Yvonne Colacion of RTKL was already familiar with dTank from her work with Gensler. dTank has a wealth of experience designing for A&D firms, with its intimate knowledge of what these firms need to facilitate their workflow and productivity.

FULL STORY ON PG.12



Company Profile: Offix Systems

Here's a switch: a dealership extending its presence from Europe to the United States. That's the strategy of **Offix Systems**, a trans-Atlantic contract furniture dealership. **Juan Vidal**, managing director and husband of CEO **Adriana M. DeFrancisco**, have created a showroom in the Promenade Shops at Saucon Valley.

FULL STORY ON PG.13



A Minute with Ira Joe: Warm Feet

Pardon my presumption. But, if a filmmaker were ever to tell my story in a movie, it might unfold this way: a swirling, frothing December snowstorm for the opening shot as the credits flutter into focus. The woodsy hills of Western New York. The snow would fill the screen as it piles and plugs road and drive.

FULL STORY ON PG.14



CITED:
“CONSISTENCY IS THE
LAST REFUGE OF THE
UNIMAGINATIVE.”
—OSCAR WILDE

companies

officeinsight

Company Profile: Offix Systems

Teknion, From the Iberian Peninsula To Pennsylvania's Lehigh Valley

Here's a switch: a dealership extending its presence from Europe to the United States. That's the strategy of **Offix Systems**, a trans-Atlantic contract furniture dealership. **Juan Vidal**, managing director and husband of CEO **Adriana M. DeFrancisco**, has brought some very nice European light to the North American shores by creating a showroom in the Promenade Shops at Saucon Valley, near Allentown, PA, its second in the Lehigh Valley. None other than **Carl Gustav Magnusson**, former SVP and Director of Design for Knoll, now working closely with **Teknion**, has called Offix's new showroom *the best looking dealer showroom that I have seen in NA.*

From the few photographs we have seen, the small showroom, 2,500 sq. ft., is, indeed attractive, and well carries forward the elegance of the

Teknion image. Whether the residential gloss of the showroom constitutes the *best of dealership showrooms* would seem to be a matter of context, market and related strategy, and perhaps even opinion, as we are sure Mr. Magnusson would agree. We can only hope that Mr. Vidal and his colleague show some restraint in bringing European practices to our shores less receive some sharp lessons on how the design community in America thinks that dealerships should operate. (Not that our opinions are necessarily completely aligned with those of the design community.)

Offix's new showroom was previously a high-end men's clothing store, *Nautica*, located in an upscale mall; it appears that Offix got off to a jump start with the fixtures left behind. To this, the latest Teknion products fit quite naturally and attractively, presenting also a clear picture of the company's direction. The snazzy public face is accompanied by a larger remote show-

room and warehouse for more serious customers.

Actually, Offix Systems's European roots are a bit obscured at this point. The company has been doing business in the Lehigh Valley since 2002, when Ms. DeFrancisco, together with husband, brother and father, spun a division off of a troubled existing company that was moving to New York. In the interim, the company has done work for some of the biggest corporate employers in the region as well as some of the most recognized names in healthcare, bio/pharma and education in the Lehigh Valley. Through its affiliate, Offix Systems Iberica, opened last year, the company became the exclusive Teknion dealership in the Iberian Peninsula and installed the Bank of New York Mellon offices in Madrid.

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OFFIX SYSTEMS SOUCON VALLEY INTERIOR



OFFIX SYSTEMS SOUCON VALLEY