

TRANSFORMATION

The client for this project is a medium-sized (~7000 employees) software service company with offices all around the world. In early 2017, the company looked to rejuvenate its corporate headquarters in San Francisco, California. Nestled in the heart of a densely populated hip and cool technology companies, it was imperative that the rebranding effort helped maintain its competitive edge among the tech workforce of the future. The previous space was designed by another dealership over 10 years prior, which is awfully long time in the fast-paced world of technology. Our challenge is not limited to changing furniture here and there; it is to transform a company culture through solutions that encourage collaboration, fostering creativity and inspiring innovation.



CET DESIGNER IS CREATING, INSPIRING AND TRANSFORMING

Our company mission is to “Create, Inspire, and Transform.” In order to accomplish our lofty goals, we need a tool that is powerful, easy to use and does not limit our creativity. CET fulfills our need and more with its vast capabilities, helping to expand our solutions.

CREATE

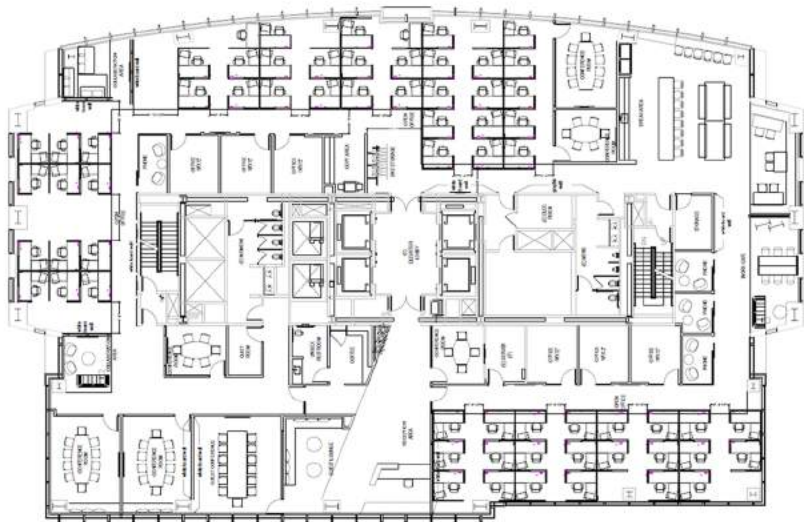
When the project started, the office space had an outdated cubicle system with high panels. We engaged multiple workshops with client and the end users to understand the culture they wanted to promote. Following the workshops, we offered several furniture/layout options including the use of panel systems, benching systems, and mix use of panels and benching with height adjustable capabilities.



On the left is the typical layout employed by client. Each cubicle is 6ft by 6ft, surrounded by panels. This layout consumes a high footprint and is no longer effective especially in today's workplace culture which prefers collaboration and networking.

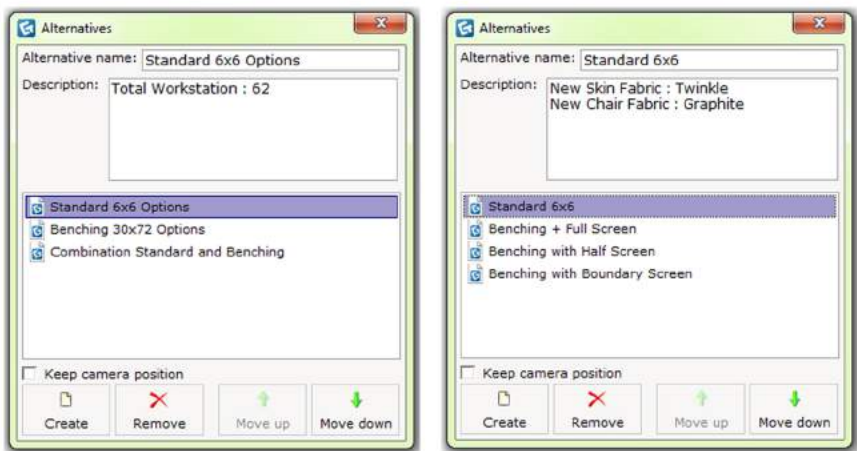


Using CET, we were able to quickly provide test fits showing two options: a cubicle/panel system, and open benching (see layout on the right and below). The client decided to move forward with benching style based on the projected growth of the company as well as the current trend. Following this decision, we provided client with numerous benching options and further developed the typical by presenting different furniture and applying finishes for an accurate representation of each typical.



ALTERNATIVE TOOL

CET's Alternative Tool is simple in concept, yet powerful. On the same drawing, we are able to create and visualize multiple alternatives without making any changes on the original drawing. The tool's description box helps us keeping track of the changes that we made.



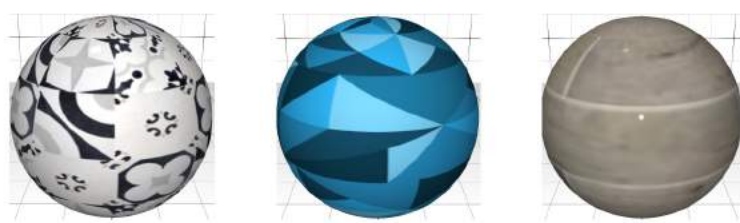
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INSPIRE

Here, the built-in modules in CET are the quickest and most practical way to create immersive 3D renderings to show to the client as we could simply select the desired furniture set. The renderings are very detailed, illustrating the build out of walls, finishes, traffic flow, as well as spatial relationship and the overall layout. Using these, we are able to show the design concepts, tell stories to inspire, and help the client visualizing their space after the transformation.



If the desired furniture isn't in the module, we're able to easily import from other softwares like AutoCAD and SketchUp or draw our own furniture via Custom Shape Tools. We also worked with the architects to ensure that our design is in line with the architecture. Again, CET greatly helps us quickly visualize this connection. With the Office and Kitchen Accessories module, we were also able to design the non-workstation spaces including the unique spaces. Our client was greatly satisfied by the quick turnaround time during this process, thanks to CET's ease of use and ability to produce vivid rendering in no time. The final benching option becomes the new standard for the company.



Open Office

Note : All the pictures in the presentation are produced by CET

PHOTO LAB

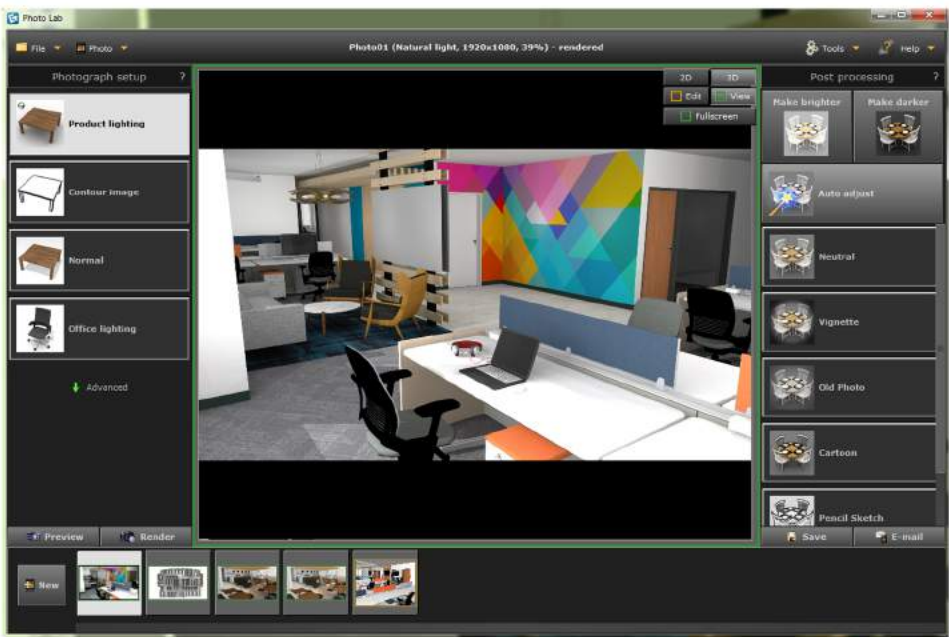


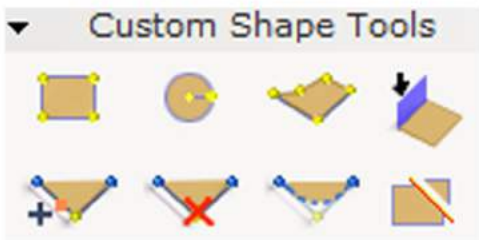
Photo Lab contains preset lighting, which saves us the time we need to configure light sources. Using this, we could create beautiful renderings with minimal time. The final result could be auto-enhanced using the Post Processing tool.

OFFICE ACCESSORIES

Office Accessories, Kitchen Accessories, and Home Accessories add to the realism of the rendering by adding everyday objects, like laptops, monitors, or kitchen appliances. Each accessory is modifiable by material editor.



CUSTOM SHAPE TOOL

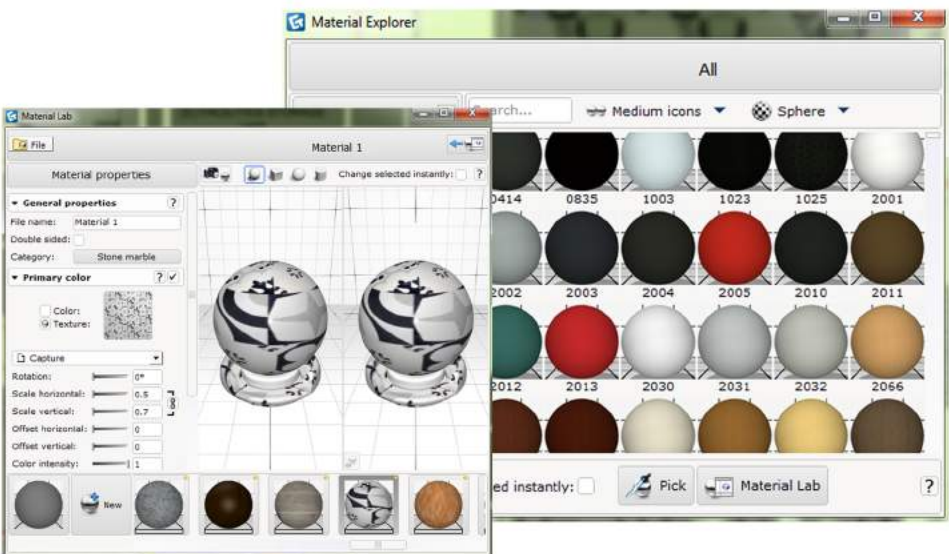


Custom Shape Tool allows the creation of custom furniture. We used the tool extensively during this project, especially to design the conference tables. We created more than four different conference tables and it really helped to be able to visualize these custom tables in the rooms where they belong.



Conference Room

MATERIAL PROPERTIES / MATERIAL LAB



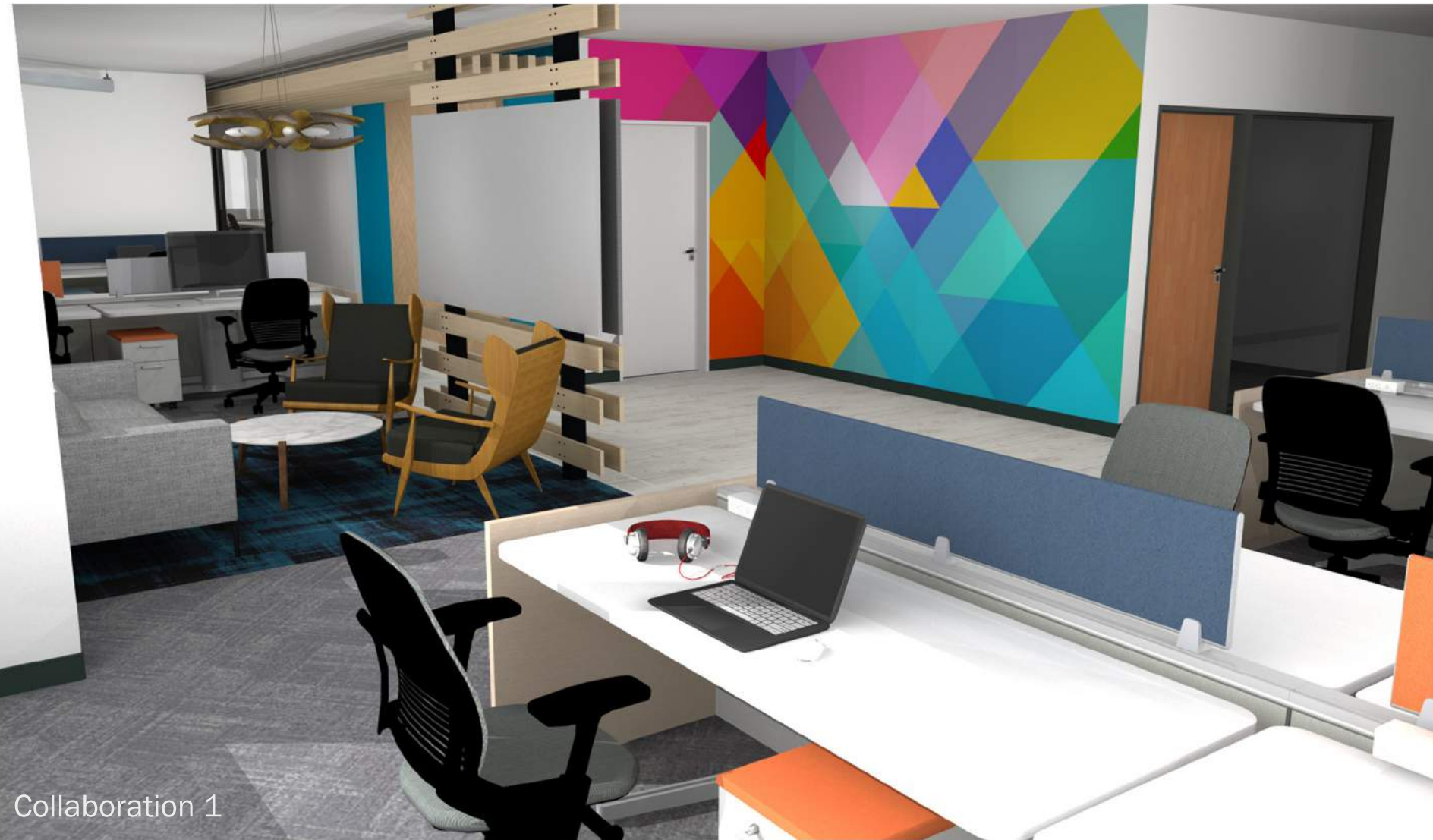
The Material Lab helps create and edit custom patterns and textures to complete the "feel" of the space. In this project, the architect uses a specific unique material for the tile of the break room. With CET, we simply import the image and change the settings to make the rendering look more realistic.

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With CET's assistance, we were able to produce an excellent result in the project by transforming the client's space into a flexible, adaptive, and accommodating work environment. Built-in tools offered by CET help the design process tremendously and deliver great visual samples. We could also understand the relation between the furniture design and the architectural element as CET is able to show the selected color and material on the rendering. The quick setup on the Photo Lab saves a lot of time with outstanding results.

Our client was very satisfied by the quick turnaround time and the quality of our work during this process, thanks to CET's ease of use and ability to produce vivid rendering in no time. The final benching option became the new standard for the company.



Collaboration 1



Collaboration 2



Phone Room



Work Cafe

During the execution of this project, we are very satisfied with the ability of CET which assists every design development phase: concept, schematic design, space plan, specification, and installation drawing. The renderings produced by CET are excellent and they definitely help our client visualize their space. Experience like this leads us to believe that using CET, we can take on more challenging projects in the future as it has been shown that the tool doesn't put constraint on the designer's creativity.

Thank you CET



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