



Crestron
room
control



Boat-shaped
table with
digital and
analog
connections



ipad room
control



Changing Course

It's an exciting time in the new, shared offices of Innovative Technology Group (ITG) and Office Concepts - located in the heart of downtown Chicago. Their latest collaboration with Magellan Corporation was a huge success, bringing all of the players to the table with their "A" game.

Magellan Corporation has been a customer of Office Concepts' for a very long time. The company has two sides to their business: the Maritime side which charters ships and moves steel around the world, and the Magellan side that trades steel bars. When they decided to change course to a larger space, the two, inter-dependant divisions needed a workable office space that not only provided more room, but also housed a "common ground". This common area would have a shared Boardroom, Living Room and Break Room. Office Concepts was involved in the project from the start. Explains Norine Baker,

Account Manger for Office Concepts, "We looked at a lot of different spaces with the client before they settled on this one. They went from a one floor, decentralized, industrialized office space with suites that were all segregated, to this beautiful, corporate suite - doubling in size."

The Galley Expands

Office Concepts worked closely with designer, Wright Heerema, on the configuration of the space. They helped determine what kind of Boardroom table and ancillary seating the client needed and found the right balance in the room that would be both inviting and not quite so *corporate*. The Living Room is a contemporary design, yet comfortable - with the monitor a focal point surrounded by

custom woodwork. The Break Room has a more casual, conversational feel, such as that of your local Starbucks. "The client wanted a space that was not so austere - something with a little more glitz and style. It took a few designs, but we made it work," explains Norine.

Collaboration Hard at Work

The final outcome of these rooms was the result of hours of collaboration, design proposals and drawings. It wasn't until the end of the completed design work that

Innovative Technology Group (ITG) was brought in to provide their technology expertise. ITG's Design Team quickly identified some ideas that could be incorporated into all three rooms and the client was very happy with the results.

"We knew what we wanted, but didn't really know how to get the look. It was the collective resources and expertise of all three companies that made it all work."

*Robert Arthur
President, Magellan Corporation*

The Technology Design

The collaboration among all of the companies was pivotal in making this suite of rooms work. It required hours of time spent with Wright Heerema, Office Concepts and Innovative Technology Group. During the discussions with Magellan, Innovative Technology Group offered both Crestron and ipad control options. Explains Frank Weir with Innovative Technology Group, "As big ipad users (the Magellan team), ipad technology was important to incorporate into the design. They wanted to find a way to use an app to control the boardroom - everyday."

Magellan approved the technology design, but Innovative Technology Group (ITG) now had 5 weeks to turn it all around. Since ITG was not involved at the initial start of this project, certain technology challenges did arise including one with a projector lift that the client wanted installed above the new boardroom table. A projector lift typically needs a lot of space to install above the ceiling. The big challenge was to work in an already confined space, around the installed, lighting scheme. Says Frank, "It was a collaborative approach that allowed everyone to overcome all of these challenges. The architect ended up having to modify the lighting scheme, but we worked closely with them to make it happen."



Retro-fit projector lift over the boat-shaped boardroom table and Crestron panel.



The Break Room: Steelcase - Coalesse ENEA COLLECTION chairs and tables.

The Result

Ultimately, the project was completed within Magellan's desired timeframe and the technology was installed despite the late start date. Explains Norine, "I don't think that we would have gotten the seamless transition of the technology into the table, the telephones, or the audiovisual equipment installed without ITG's insight and direction." As for Magellan, their office space looks magnificent, glitzy with an edge of contemporary steel. They won't be abandoning this ship any time soon.



The Living Room complete with a 52" LCD recessed in walnut, wood veneer paneling.



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