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# Workplace Design Is Both Global And Local

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IRVINE, CA—Translating and maintaining a company's corporate culture and brand into its workspaces across multiple regions is a challenge that the **United Workplace** addresses, **Ware Malcomb's** VP, interior architecture and design **Ted Heisler** tells GlobeSt.com. The international design firm recently joined together with workplace experts around the world in the launch of the **United Workplace**, a network of businesses that share a passion and significant expertise in workplace design. The move is expected to grow Ware Malcomb's presence, scope and resources beyond its 22 offices in North America.

The United Workplace is a formal network of global workplace experts who have formed an alliance to fulfill their clients' workplace requirements around the world. The network consists of a range of businesses selected in recognition that each country and market has specific requirements. Each member has the fundamental goal of providing consistency of service and local insight on a global scale.

Founding partners of the United Workplace include **Fourfront Group** in the United Kingdom and **Amicus** in Australia. All companies within the alliance retain independent ownership and operations.

About the alliance, Ware Malcomb's CEO **Larry Armstrong** says, "As the world becomes ever smaller and more interconnected, this global strategic alliance is an ideal opportunity to expand Ware Malcomb's business, while also offering our clients a seamless solution for meeting their needs in other important markets in Europe, Australia and the Middle East."

We spoke further with Armstrong and Heisler about the significance of this alliance, where workplace design is heading and what factors will influence workplace design in the future.



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**GlobeSt.com:** *What is the significance, for you, of joining the United Workplace?*

**Armstrong:** Ware Malcomb has completed projects for one in five companies on the **Fortune 100**, many with international locations. Joining the United Workplace enables us to expand the global service and expertise we can offer to our clients.

**GlobeSt.com:** *What does the launch of this network say about where workplace design is heading?*

**Heisler:** The United Workplace demonstrates that workplace design is simultaneously global and local. One challenge that our clients face when connecting a global workforce is translating and maintaining a company's corporate culture and brand into the firm's workspaces across multiple regions. The United Workplace gives clients access to experts across the globe who have local market knowledge combined with the consistency of service and quality of an international alliance.

**GlobeSt.com:** *What new trends for workplace design do you see on the horizon?*

**Heisler:** A big trend that we are seeing is the increased use of analytics by our clients to better understand their employees and determine what drives their business. Through the **development** and implementation of workplace strategy for many leading corporate companies, we help our clients translate these analytical findings into the workplace through meaningful design and tailored solutions.

**GlobeSt.com:** *What factors will most influence workplace design in the future?*

**Heisler:** The future of work will see an increase in design that is focused on the well-being of the individual. Being in the business of designing a workplace is exciting; we have the ability to impact an individual's life by creating a space where they will spend the majority of their time. As designers, keeping our perspective people centric will allow us to create **sustainable** and healthy work environments that allow people to perform their best work and engage with one another.



## Carrie Rossenfeld ›

Carrie Rossenfeld is a reporter for the West Coast region of GlobeSt.com and Real Estate Forum. She was a trade-magazine and newsletter editor in New York City before moving to Southern California to become a freelance writer and editor for magazines, books and websites. Rossenfeld has written extensively on topics including commercial real estate, running a medical practice, intellectual-property licensing and giftware. She has edited books about profiting from real estate and has ghostwritten a book about starting a home-based business.