

WARE MALCOMB

ARCHITECTURE

PLANNING

INTERIORS

CIVIL ENGINEERING

BRANDING

BUILDING MEASUREMENT

FOR IMMEDIATE RELEASE

CONTACT:

Maria Rodgers, Public Relations Manager, 949.660.9128, mrodders@waremalcomb.com

Maureen Bissonnette, Associate Principal, Marketing, 949.660.9128, mbissonnette@waremalcomb.com

WARE MALCOMB ANNOUNCES COMPLETION OF TOYOTA FINANCIAL SERVICES EXPERIENCE CENTER EAST IN GEORGIA

The project achieves LEED v4 ID+C: Commercial Interiors certification

ATLANTA (November 16, 2021) – Ware Malcomb, an award-winning international design firm, today announced construction is complete on [Toyota Financial Services](#) (TFS) Experience Center East, a dealer service center located at 11625 Rainwater Drive, Alpharetta, Georgia 30091. Ware Malcomb provided the workplace strategy, interior architecture and branding design services for the 55,670 SF project.

TFS has consolidated 29 office locations into three regional experience centers: East, Central, and West. Ware Malcomb also led the design for TFS West, located in Chandler, Arizona, earlier in 2021. For both locations, the aesthetics needed to reflect the natural professionalism of Toyota's brand yet align with a regional design expression. TFS helps millions of Toyota customers drive the vehicle of their dreams with flexible financing and leasing, voluntary protection products, and well-rounded auto insurance offerings.

Toyota Financial Services East was designed to enhance the company culture and support both employee and business objectives. Thoughtful space planning, natural daylighting and views throughout the office, and sophisticated lighting solutions were incorporated into the design. Creating a connection between people and nature – known as biophilic design – was imperative. A green biophilia wall covers 28% of the first-floor lobby wall, and two 18-foot-long biophilia walls, comprised of 70% wood pieces and 30% greenery, are found on the second and third floors. Preserved moss on accent walls are visible across all floors, and a series of five nature-inspired art pieces are located throughout the office space in high-visibility areas.

Ware Malcomb's in-house branding team designed a branded environment, signage and custom graphics with the main design objective to increase interconnectivity between floors to enhance collaboration. An open, sculptural staircase crafted of sustainable materials serves as the main connection between the levels. Each floor has a dedicated color scheme that gives identity to each team and is uniquely designed according to the necessities of the end users. The biophilic design was merged within the branded environment to foster positive emotions, mental restoration, visual comfort, creativity and productivity, stress reduction and overall well-being.

"Toyota has always been at the forefront of innovation," said Mary Cheval, Principal, Ware Malcomb. "The guiding principles that came out of our visioning sessions helped us evolve their existing workplace into an engaging, dynamic and flexible environment. These new regional hubs will allow TFS to provide an elevated customer and employee experience for years to come."

Ware Malcomb worked closely with TFS and [Verde](#), the sustainability consultant, to carefully select new, innovative, and sustainable materials that reduce the concentration of chemical contaminants and improve air quality and human health. By partnering with Verde, TFS diverted 10 material streams and at least 60% of construction waste from landfill by recovering, reusing, or recycling materials, and the project achieved a LEED v4 ID+C: Commercial Interiors certification.

The general contractor for the project was Humphries and Company, LLC.

Ware Malcomb's history with the Toyota and Lexus companies spans over 20 years with over 100 projects completed. The firm has completed a wide range of facilities across the United States including corporate office, dealerships, showrooms, training centers and service centers, among others.

WARE MALCOMB

ARCHITECTURE
PLANNING
INTERIORS

CIVIL ENGINEERING
BRANDING
BUILDING MEASUREMENT

About Ware Malcomb (waremalcomb.com)

Established in 1972, Ware Malcomb is a contemporary and expanding full service design firm providing professional architecture, planning, interior design, civil engineering, branding and building measurement services to corporate, commercial/residential developer and public/institutional clients throughout the world. With office locations throughout the United States, Canada and Mexico, the firm specializes in the design of commercial office, corporate, industrial, science & technology, healthcare, retail, auto, public/institutional facilities and renovation projects. Ware Malcomb is recognized as an Inc. 5000 fastest-growing private company and a Hot Firm by Zweig Group. The firm is also ranked among the top 15 architecture/engineering firms in Engineering News-Record's Top 500 Design Firms and the top 25 interior design firms in Interior Design magazine's Top 100 Giants. For more information, visit <http://waremalcomb.com/news> and view Ware Malcomb's Brand Video at youtube.com/waremalcomb.

#

Ware Malcomb Atlanta

3520 Piedmont Road NE, Suite 290

Atlanta, GA 30305

P: 470.426.8777