

2017 AIA INDIANAPOLIS EXCELLENCE IN ARCHITECTURE AWARDS

United Way of Central Indiana

NEW HEADQUARTERS

SUBMISSION CATEGORY: Interior Architecture / Fit Out

PROJECT TYPE: Headquarters for Local Nonprofit Organization

PROJECT ADDRESS: 2955 N. Meridian Street, Suite 300, Indianapolis, IN 46208

DATE OF SUBSTANTIAL COMPLETION: December 2016

Faced with a segmented multi-floor office with aging systems, United Way of Central Indiana needed a space that promoted its culture and supported the changing working styles of its employees, now and in the future.

The ideal solution was to relocate to a third-floor suite in the State Auto Building. The goals for United Way's new, 40,000-square-foot headquarters included:

CREATING a modern, efficient, and collaborative space reflecting the vital, innovative work United Way does for the community

REINFORCING its mission, culture, values, and "New U" community impact strategy

RECOGNIZING volunteers, donors, and advocates

REDUCING its footprint to reflect a more efficient and productive organization





THE DESIGN SOLUTION FOR
UNITED WAY'S
SPACE EMBODIES THE
ORGANIZATION'S
BRAND, PROMOTES ITS
CULTURE, AND CREATES
AN INSPIRING AND
EFFICIENT ENVIRONMENT
TO ATTRACT AND
ACCOMMODATE EMPLOYEES.

EMBODYING THE BRAND

United Way's brand, colors, and imagery are critical design components apparent upon arrival at the third floor, where visitors instantly connect to the two-story social hub visible through custom glass. Framed with "Live United" and adorned with larger-than-life photos of local United Way supporters, the space fosters impromptu gatherings and provides a place for lunch breaks and small events.





LIVE UNITED



At the office entrance and continuing throughout, locally fabricated graphics, signage, and lighting reinforce United Way's history and relationship to central Indiana. For example, a custom lighting feature designed by the interior architecture firm represents United Way as a connecting thread that spreads light to the community. The "welcome center" features United Way's visible pillars: Education, Financial Stability, Health and Basic Needs. Design elements throughout the space - on walls, doors, and computer screens - recognize donors that made the project possible.





United Way



United Way
of Central Indiana

Roche Diagnostics
Welcome Center

EDUCATION

STABILITY

REALTY

"If we all do our part, we will be able to build and sustain a better community." - Denny Sponner



RJE
business interiors

...solving a problem as complex as child
...is shown that this takes a shared effort
...d a backbone organization to support
...is more fulfilling than serving one's
...of doing it. Do it because it's the right
...
**"If we all do our part, we will
create a better community."**
...parents taught me to not just give
...
...United Way service, my priority
...our hard-working families
...ieve stability, and my passion is cele
...ing our diverse community."
...ernika Duerson

Roche
Roche Diagnostics
Welcome Center

EDUCATION

STABILITY

HEALTH

BASIC NEEDS



EXIT



FOSTERING A UNITED AND TRANSPARENT CULTURE

The collaborative office is the result of a collective process between the design team and staff. Employees voted on several features and furnishings, and six staff-led committees helped make decisions about the space.



The office is programmed with flexible choices, from a diversity of larger meeting rooms and enclaves surrounding the reception area to flexible, team- and individual-oriented furniture solutions that accommodate different ways of working around the perimeter. The new office includes 45-square-foot workstations organized in neighborhoods - a dramatic shift from the 120-square-foot private offices in United Way's previous location.



The floorplan allowed square footage to be reallocated to a variety of meeting spots, increasing the accessibility and availability of space. Centralized areas for printers and trash / recycle stations and the addition of a business center increase chance meetings and improve United Way's operational efficiency.

Promoting a culture of trust and transparency, executive's offices and associated meeting spaces are highly visible. Each office features two doors and glass walls, allowing the leadership team to connect with each other and with the rest of the staff.







I was introduced to and involved with critical issues within our community." - Daniel L...

"I love ReadUP! I've learned so many new words and my reading has improved a lot. I want to go to ReadUP every year." - Kaleea, ReadUP student

United Way
...rity is
...l-working
achieve stability, ReadUP student
passion is celebrating our diverse
ity." - Shermika Duerson



Ruth Lilly
Board Room

United Way
of Central Indiana





PROVIDING AN INSPIRING ENVIRONMENT

All around the office, bursts of colorful furnishings and finishes punctuate a canvas of neutral hues. While the executive team resides in a central location, the other employees' workstations are arranged so that everyone benefits from natural light.

Since moving into the new space, United Way has witnessed an increase in staff energy and pride, efficiency and effectiveness, and collaboration to solve problems and foster creativity.



The approach to construction methods and materials included sourcing locally available materials and seeking competitive vendors while emphasizing constructability, quality, and value.

With its new environment, United Way transitioned into a “paper lite” organization, introducing a document management system that reduces waste. The office takes advantage of the latest technology in room scheduling, team collaboration and virtual check-ins to further increase productivity. LED lighting increases energy efficiency, while the addition of white noise helps mask potential distractions. From natural light brought into the space through openings cut in the core atrium to ergonomic sit-to-stand desks for team members, the design focused on the thoughtful integration of features that promote wellbeing.



y: I trust and am
show up on time
. I ensure mutually
expectations. I set
lines and follow
what I say I will

my "A" game e
e in the face of
win. I'm on board when
bring out the best in eve
e pride in my work. I co



Respect: I'm fully
prepared and partic
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and inclusion. I eng
humility and an ope
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t I say I will do.





EMPLOYEES HAVE DESCRIBED THEIR
NEW WORKPLACE AS
CHEERFUL, INSPIRING,
COLLABORATIVE,
HIGH-TECH, COMFORTABLE,
MOTIVATING,
HEALTHIER, AND VIBRANT.

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