

# Case Study

## Industry

Advertising Agency

## Products

Terrace 3.4, Marbles® #19®,  
Tolleson side chairs

## Opportunity

Provide workstation and private office solutions able to accept a wide variety of materials in order to create a fun and casual atmosphere that promotes creativity.

## Color Palette

### Panel Fabric

LC928 Lucy Snowdrop

### Paint

P4J Muslin

### Laminate

TM33 Whitestone

### Edge

P4J Muslin

### Pulls

Matte Silver

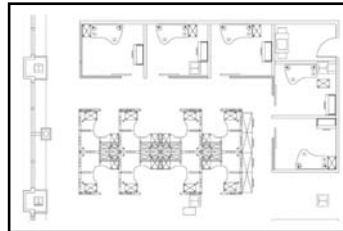
### Tile

P27 Matte Black



## Terrace® “Promotes” Creativity

When one of the world’s leading advertising agencies, wanted to remodel their corporate headquarters, they were looking for an office solution that was as creative and hardworking as their staff. Terrace’s material flexibility was the perfect match to keep their creativity and productivity flowing.



**Reasons for Success** For an ad agency, image is everything, so finding a solution for their headquarters that would match their culture and express their brand was critical.

The Allsteel dealer started the consultative process by taking their facilities team and designer to NeoCon 2005, where they were intrigued by Terrace’s ability to use Pantone®-matched Landscape™ tiles. Because the design called for a monotone look with only subtle color differences in the tiles, having the exact color was key to pulling the design together.



Further impressing the team was the wide range of surface types available for the Terrace tiles, enabling the designer to provide visual interest to workstations.

*“They really needed a variety of materials because of the monotone,”* said the Allsteel dealer. *“So they used light colored fabric, a painted metal surface, Landscape surfaces, and mesh surfaces. With that variety they were able to get the exact look they wanted.”*

After the installation, Terrace continues to impress with its flexibility. Some of the workstations have been transformed into additional executive spaces by stacking, so the ability to easily reconfigure and connect Terrace has negated the need for an additional solution for those spaces.

Terrace works with an almost unlimited range of surface materials to bring your best design ideas to life and create an environment that moves teams to new heights of productivity.