

The image shows an office environment. On the left, there is a wall with wood-grain paneling and a section with a textured, light-colored material. On the right, a desk with a light wood top and grey drawers is visible. A window with vertical blinds is in the background, showing a blurred view of a building. A white box with a thin border is overlaid on the right side of the image, containing text.

Allsteel®

PROJECT PROFILE

DIRECTV, INC.
{ EL SEGUNDO, CALIFORNIA }



SPECS

Relocated 45 employees into 10K sq. ft. Workplace aesthetic that reflects the creativity that the group puts into their work

PROCESS

Teamwork with Allsteel and the Allsteel dealer, to plan and specify the space
 DIRECTV considered a range of standard and custom materials to create the right look
 Allsteel products were specified, ordered, delivered, installed, and ready for occupancy, all in two months time

FUNCTIONAL DETAILS

A mix of custom materials and standard Landscape tiles
 Storage in a variety of forms
 Ergonomic worksurfaces

GAINS

An inspiring "feel-good" workplace
 More storage in less space
 Privacy to support creativity and productivity
 Better ergonomics

ALLSTEEL PRODUCTS

Terrace® 2.6 frame-and-tile system
 Infinite Spectrum™ Landscape™ surface
 Altitude® dual-surface worksurfaces
 Persona™ storage

When DIRECTV's in-house Creative Services Group relocated to a new facility with a smaller floorplan, they had only two months to design their workplace and get ready for occupancy. Delina Roberts, creative services director, and her team consulted continuously with their Allsteel dealer and other Allsteel staff, who reviewed plans and made suggestions for setups that optimized functionality and ergonomics.

Mark Hannah, manager of facilities at DIRECTV, found "Allsteel's customer service is excellent. They are responsive and assisted us through concept design, specification, guaranteed delivery, and final installation. Allsteel's workstation and seating solutions have exceeded our expectations."

"Allsteel Terrace and the Landscape materials palette gave us plenty of options to play with. We carefully mixed and matched colors and textures for a look that inspired us. We chose products that gave us the ergonomics and functionality we needed. We wanted our workplace to have that cool, artistic feel of an ad agency."

—Delina Roberts, director, DIRECTV Creative Services Group

DIRECTV chose Terrace 2.6 for its functionality and broad range of materials options. Because the reduction in overall square footage made maximizing storage a high priority, each 8' x 10' workspace was outfitted with a 5-high combination file, a 2-high personal file, and a mobile Persona pedestal with a cushion that lets it double as a seat. This extensive storage allows open worksurfaces and improved organization.

For more information about Allsteel solutions, please visit allsteeloffice.com.

Allsteel®

Designed to work. Built to last.

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