



Allsteel®

PROJECT PROFILE

PLANETOUT, INC.  
{ SAN FRANCISCO, CALIFORNIA }



“We’d never really found a space for ourselves that we could design to reflect our mission, employees, and community. This is the first time we found a building that would help us create an environment that reflects our culture. What I really wanted was a fun space that made people feel good when they walked through the door.”

#### CHALLENGE

Robert Gardina, director of facilities and administration, PlanetOut, Inc.

As the leading media and entertainment company exclusively serving the lesbian, gay, bisexual, and transgender (LGBT) community and owners of several magazines and websites, PlanetOut had some unique requirements for office furniture when they moved their operations into a four-story, 60,000 square foot building located in the Levi Plaza campus on the waterfront. “It came down to creating a balance between being fun and being professional,” says Robert Gardina, director of facilities and administration for PlanetOut. “Our own staff is made up of young, hip designers, writers, and web programmers. However, in preparation for an IPO, we also had to create a space where investment bankers and other professional service people would feel comfortable.”

In addition, the offices had to support a variety of functional requirements. Editors need privacy to conduct in-depth interviews. Technical staff need to work collaboratively. And because workflow and staffing changes regularly, the office furniture needs to be easy to reconfigure.



## SOLUTION

Terrace 2.6 with 120° configurations gave Robert the flexibility he needed. “We created what we call ‘pods’ and ‘bowties’ with staggered walls in the center that give people privacy when they need it. Incorporating half-round worksurfaces at the ends of the ‘pods’ and ‘bowties’ allows for team collaboration.

Staff offices and open plan areas feature Landscape surface tiles, mobile pedestals with colorful seat cushions, and Sum chairs. Conference rooms utilize Get Set tables and chairs. Management offices use Terrace freestanding. Executive offices and boardroom feature Gunlocke tables, desking, and conference seating. Finally, Terrace 3.4 with Landscape materials and two cherry leather chairs in the reception area reflect PlanetOut’s brand and image as expressed in their red, black, and silver logo.

## GAINS

Dramatic entry and reception area that reflects the brand essence

Offices that promote the corporate mission and facilitate diverse functions and workstyles

Teaming areas that encourage creative interaction while allowing for concentrated tasking

Privacy and improved storage systems for administrative staff

Systems furniture that is easily reconfigurable to accommodate changing staff and workstyles

Offices that reflect the community values of both professionalism and fun



## ALLSTEEL PRODUCTS

Terrace® 3.4 and 2.6 frame-and-tile system, Pearlescent Strata™ Landscape™ surface, Terrace freestanding, Get Set™ tables and chairs, Essentials™ storage, Extensions™ work tools, Gunlocke® table, #19®, Sum™, and Gunlocke Debonair™, Multi®, and Porter™ seating



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## EXPERIENCE

PlanetOut was so pleased with the result they have contracted with their Allsteel dealer to design their New York and Los Angeles offices.

“We only had two months to get the space ready,” says Robert. “I couldn’t have done it without the Allsteel team. They worked on every detail with me, from making sure I got the correct materials, and that the panels in the workstations were not too high or too low, to ensuring that individuals have enough space for some of their personal memorabilia. They even helped me hang artwork and situate our plants.”

**“I couldn’t have done it without the Allsteel team.”**

Robert Gardina, director of facilities and administration, PlanetOut, Inc.

For more information about Allsteel solutions, please visit [allsteeloffice.com](http://allsteeloffice.com).

**Allsteel®**

Designed to work. Built to last.

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