

GOODMANS INTERIOR STRUCTURES SHOWROOM RENOVATION FACT SHEET

CONCEPT

The “Project Ryan” renovation plan for the Goodmans Interior Structures showroom was designed to showcase key philosophies in office design, including reducing the cost of owning, maintaining and changing office space, and increasing the productivity of employees. Influenced by the rapidly increasing need for change in facilities and the corresponding rising costs for businesses, the redesigned showroom is a concept center that helps visitors anticipate future interior structure needs while addressing current requirements. Goodmans Interior Structures offers customers intelligent solutions for the evolving workplace.

COST-SAVING PRINCIPLES

Designed and referred to as a facility based on change, the showroom’s focus is on adaptability, both in the visible areas and behind the scenes. The showroom features products that enhance the flexibility of the entire office from workstations to meeting rooms to lobbies and reception areas, all while reducing the cost of change.

- **Flexible infrastructure** – Built into the showroom’s walls, floor and ceiling are modular power and communications systems designed to accommodate office mobility and reconfiguration. Once installed, these expandable systems give organizations the infrastructure to power existing equipment and the flexibility to quickly reconfigure for change, without bringing in costly specialists.
- **Modular workstations** – As departments expand, consolidate and reorganize, workstations must be redesigned to facilitate new organizational structures. New workstation products improve upon the modular concept by optimizing floor plans, installing more quickly and reconfiguring more easily. The result is workspace that works well today and minimizes the cost of future moves, additions and changes.
- **Customizable choices** – Whether a company’s culture calls for workstations that promote privacy or community, Goodmans Interior Structures offers products that configure to the specific needs of the business and easily adapt as those needs change.

Design options including 90- or 120-degree workstation angles, rolling privacy screens, fully adjustable chairs, changeable fabric panels with custom graphics, and built-in sound masking ensure that corporate culture and individual work-style needs are met.

PRODUCTS

All of the elements necessary to create or renovate a complete office environment are available under one roof at the Goodmans Interior Structures showroom. In addition to furniture from Herman Miller and 400 other quality manufacturers, customers can purchase products from Goodmans' local interior structure partners: Coherent Structures, CCS Presentation Systems, Filing Solutions, Inter-Tel, RC Lurie Lighting and USG Ceilings. Through these partnerships, customers can choose building technology platforms that will continue to demonstrate their value as an organization evolves. Products available through Goodmans' partnerships include flooring, lighting, modular power and voice data systems, under-floor air systems, sound masking products, raised access floors and movable walls.

OTHER FEATURES

The Goodmans Interior Structures showroom combines function, flexibility and style. Other features of the new showroom include:

- **Green elements** – Integrated into the showroom's design are environmentally friendly features including waterless urinals, carpet and furniture made from recycled products, movable and reusable walls, and under-floor air. Many materials used in the showroom were selected for their environmental sustainability and ability to be recycled.
- **Timeless architecture** – Large skylights; a refined blend of warm wood, cool steel and polished glass; and moveable walls convey a feeling of openness. Richly textured surfaces lend tactile interest in a space that invites exploration.
- **Grand Ave. Bar** – A built-in bar, named for Goodmans' first facility located on Grand Avenue in Phoenix, provides a festive gathering place for events hosted at the showroom.

<i>PROJECT RYAN</i>	Named for Adam Goodman’s 4-year-old son, Project Ryan is a symbol that the Goodmans Interior Structures is about people, not just products. The naming of the project imparts the importance of family and the focus on the future.
<i>SIZE</i>	20,000 square feet
<i>ADDRESS</i>	1400 E. Indian School Rd., Phoenix AZ, 85014
<i>TIMELINE</i>	The building was constructed in 1977. The renovation involved six years of planning and one year of construction. Renovation was completed in April 2004.
<i>ARCHITECT</i>	Jack Black, Langdon Wilson Architects
<i>CONTRACTOR</i>	SAB
<i>COST</i>	\$2.5 million
<i>COMPANY PROFILE</i>	Founded in 1954, Phoenix-based Goodmans Interior Structures is a third generation, family-owned and -operated business. Over the past 51 years, the Goodmans name has become synonymous with quality office furniture, modular systems and customer service. Along with furniture sales and rental and leasing plans, Goodmans offers services such as design and planning, furniture repair, asset/inventory management, custom furniture, move management, reupholstery, and systems remanufacturing. Today, Goodmans ranks among the top three dealers in Herman Miller’s global network of certified dealers and is the only Herman Miller Certified Network dealer in Arizona and New Mexico. Goodmans has showrooms in Phoenix, Tucson and Albuquerque. Goodmans was also named one of Phoenix’s top 20 “Best Places to Work” for mid-sized companies by <i>The Business Journal</i> .
<i>WEB SITE</i>	www.goodmans.info

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