



# spotLite

## Beitler Real Estate

John Hancock Tower, Chicago, IL

*Haworth made it easy to create a contemporary, high profile space that says, "We think outside of the box."*

### Story

How do you create a unique workplace in a business environment as striking as Chicago's John Hancock Tower? Beitler Real Estate, a key developer in the Windy City, worked with A&D firm Powell Kleinschmidt and Haworth dealer Business Office Systems to create a visually spellbinding headquarters office space inspired by renowned architect Mies van der Rohe.

The space employs PREMISE and X Series in shared offices, and a\_con in executive offices and conference rooms, along with Hello, X99, and q\_bic. The office was specifically designed to provide visual contrast for the Haworth systems --red, white, black, and dark gray primary colors make the white furniture with glass and ebony tops an exclamation point to the project. The most unique feature of the space may be the "Ferrari red" epoxy floors, bringing a gallery feeling and an audible sense of expansiveness.

"We're passionate about expressive, hard working spaces in high performance buildings," says J. Paul Beitler, president. His company has built or developed over 17 million square feet of space in Chicago, including Dearborn Center, which features Haworth's TecCrete® flooring on each of its 30-plus stories; Madison Plaza (world headquarters for Global Hyatt); and 360 North Michigan.

Beitler's past experience with Haworth products and the people behind them made the company a logical choice to help create a stunning space to house the commercial real estate arm of his enterprise. "Visitors are definitely impressed when they walk in," says Beitler. "We wanted an office that was physically unique, with furnishings that were contemporary, sophisticated, utilitarian and affordable. The space had to say 'we think outside the box'. Thanks to Haworth, we did it." Bill Arnold, Powell Kleinschmidt Principal Designer, commented, "Paul Beitler has a record of developing unique quality properties, and his approach to his office was no different. I think this office continues that tradition."



## PERFORMANCE NEEDS

- Human Performance– Inspiration/ Stimulation (Aesthetics), Meaning (Image)
- Organizational Performance– Organizational Culture (Image)
- Design

## APPLICATION

- Open Office – Professional,
- Private Office – Managerial, Executive
- Conference Rooms

## SCOPE

- 8 workstations, 5 private offices and 1 conference room
- Square footage – 7,566 square feet
- Amount of employees - 13 employees

## PRODUCTS

- PREMISE® System
- X99®, ToDo®, Hello™ and q\_bic Seating
- X Series® Storage
- a\_con Desks & Casegoods
- a\_con Tables

## COMPLETED

- May 2006

## CREDITS

- Design Firm: Powell Kleinschmidt
- Dealer: Business Office Systems, Chicago, IL