





# Design. Technology. Innovation.

These key characteristics of the Olympus brand are reflected in the company's new U.S. headquarters in Pennsylvania's Lehigh Valley. Built with an emphasis on glass and metal—much like Olympus products—the building encourages openness, collaboration, and an appreciation for the surrounding environment.



Inspired by the company's opto-digital products, the contemporary design of the Olympus America headquarters takes full advantage of its 54-acre site. Floor-to-ceiling glass, exterior corridor promenades, and an almost completely open plan let employees enjoy the daylight and views of rolling hills and a seven-acre lake.

The new headquarters was a significant change from the previous space in New York—an environment designed for paper files and private offices. "We are a company with great transparency," offers F. Mark Gumz, President and COO of Olympus America. "Now our workplace is highly charged, with great visibility and great transparency. It's hard to achieve great things if you work in a vacuum. But when you bring light in and encourage openness, it invites people to join in."

The systems and furniture selections carry that openness and forward-looking philosophy

throughout the space. "We knew Haworth products would be perfect for this project from the beginning," explains Francisco Laurier, then a principal with architecture firm EwingCole and now director of interiors at HOK. "We looked at all the major manufacturers, but many felt dated. We wanted products that would age well with the building."

In addition, Haworth products supported the LEED® concepts that drove the building's design and allowed the flexibility Olympus demanded. "That was a priority," adds Laurier, "The spaces have already changed and will continue to do so. It's a fact of business today." The PREMISE® systems used throughout make moves, adds, and changes incredibly easy to configure and wire.

Laurier also noted that Haworth's focus on ergonomics was key—all of the systems and seating products were evaluated for user comfort and performance. And Haworth's

emphasis on integration across product lines clearly contributed to the headquarters' success. The overall space was developed to seamlessly integrate from the open plan to private offices and public areas, as well as the architecture itself. In addition to PREMISE systems, Laurier and Olympus selected X Series® casegoods, Zody® and X99® seating, Kinetics® and if® tables, Jump® Stuff accessories, and Tactics® training room furnishings.

Olympus employees and management are very happy with the results. "We made every effort to include employees through the design process," says Gumz. "The space lets us work so differently now. It enables us to collaborate. People immediately embraced it. Our culture hasn't changed—we're focused on life, people, and contributing in a positive way. Now our headquarters is much more in line with our culture."





## Customer Profile

Since 1919, Olympus has developed innovative technology solutions that contribute positively to society. As a precision technology leader, they create innovative opto-digital solutions in healthcare, life science and consumer electronics products. Olympus develops breakthrough technologies with revolutionary product design and functionality for the consumer and professional photography markets, and also is the leader in gastrointestinal endoscopy and clinical and educational microscopes. The company is committed to corporate social responsibility, including respect for the environment.

## Haworth Product

**Systems:** PREMISE®

**Seating:** Zody®, X99®

**Desks, casegoods, and files:** X Series®, Orlando™, Vancouver™

**Tables:** Kinetics®, Tactics, if®

**Accessories:** Jump® Stuff

## Architect and Design Firm

EwingCole

Washington, DC