



HAWORTH®

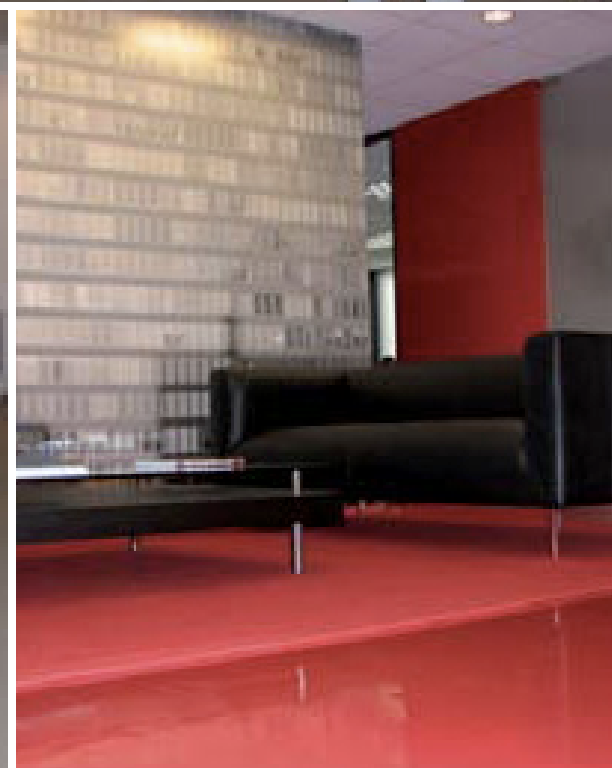
## Beitler Real Estate Chicago, Illinois

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### Client Space

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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.







\* Please note that some products shown are not manufactured by Haworth.

## Customer Profile

The space employs PREMISE systems furniture and X Series storage in shared offices, and a\_con desks and tables in executive offices and conference rooms, along with Hello, X99, and q\_bic seating. 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 that deliver 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.”

## Haworth Product

Systems Furniture: PREMISE®  
Desks, Files & Storage: X Series® & a\_con  
Seating: X99®, ToDo:®, Hello® and q\_bic™  
Tables & Conference Furniture: a\_con

\*Updated Haworth products now available.

**Architect & Design Firm:** Powell Kleinschmidt – Chicago, Illinois

**Haworth Furniture Dealer:** Business Office Systems – Chicago, Illinois

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