

HAWORTH

Integrating Brand with Building Architecture

September 2021

Case Study
Dolese

Location
Oklahoma City, OK

Project Type
Support Services Center

Design Firm
Butzer Architecture
and Urbanism

Dealer Partner
FMG

Photographer
Geoff Shirley





How do you express
a company's brand
through architecture?

Overview

Since their humble beginnings in 1902, when the Dolese Bros. Co. furnished quarried rock for railroad construction, the company has remained steadfast in their dedication to service and quality at a fair price. Dolese is the largest regional supplier of ready-mix concrete, sand, crushed stone, concrete block, and other foundational construction materials in Oklahoma. With 1,100 employees at 72 locations, Dolese supplies highway contractors, ready-mix suppliers, contractors, and home builders.

When Dolese built a new office to centralize their operations, the company's leaders challenged architects to design a building that showcases the foundational construction materials Dolese supplies—and serves as a beacon for the Dolese brand.

Specifications



- Industry: Foundational Construction Materials
- Stories: 3 levels
- Area: 77,773 sq. ft.
- Occupants: 200+

Objective

Create an iconic building that reflects the Dolese brand, reinforces the company culture, and supports employee well-being.

Solution

Design an architectural landmark that utilizes building materials sourced by Dolese to showcase the brand built to WELL Building Standards to support employee health and well-being.

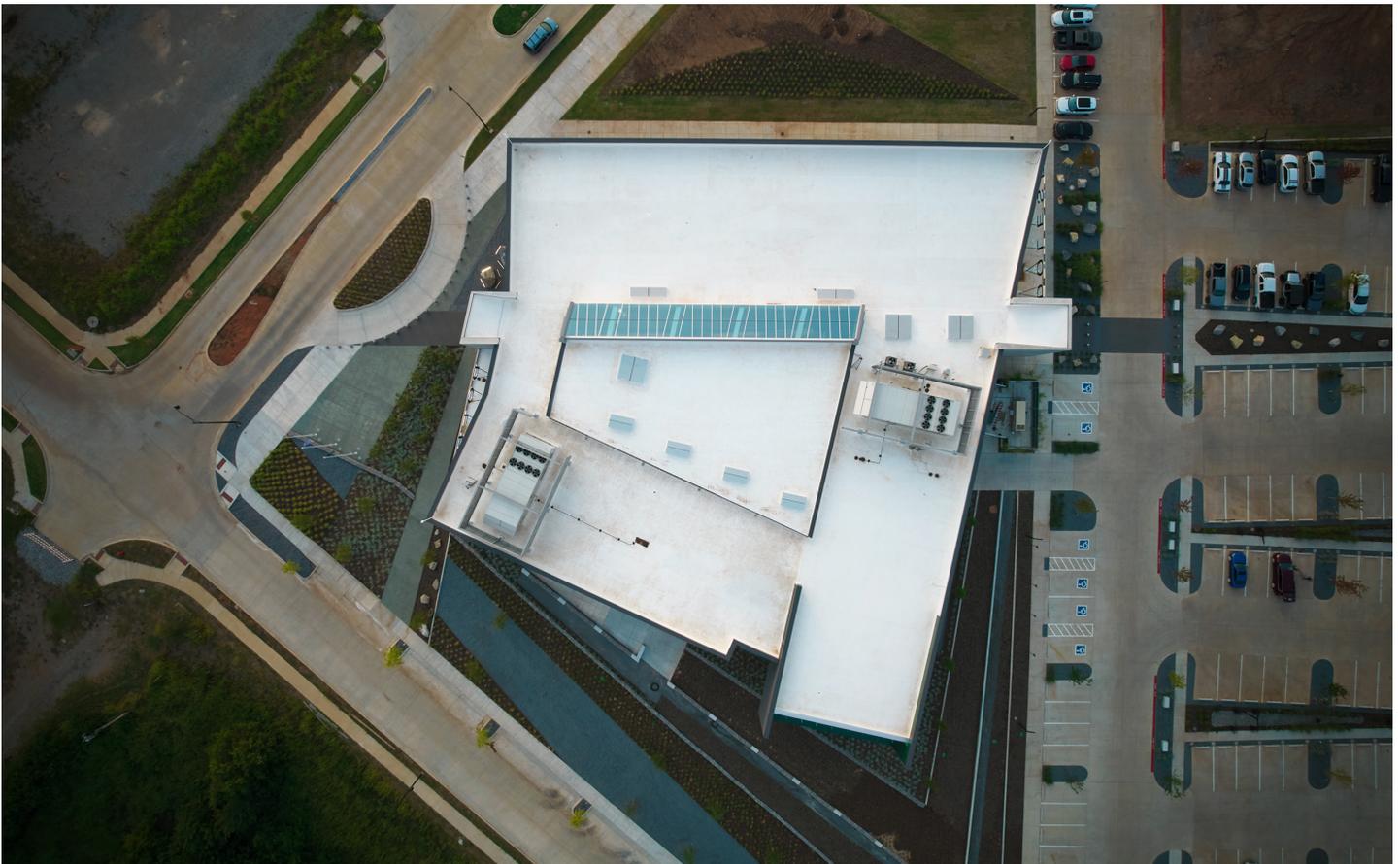
Results

A building that is unmistakably Dolese, celebrates its people, and supports employees.

Make an Architectural Statement

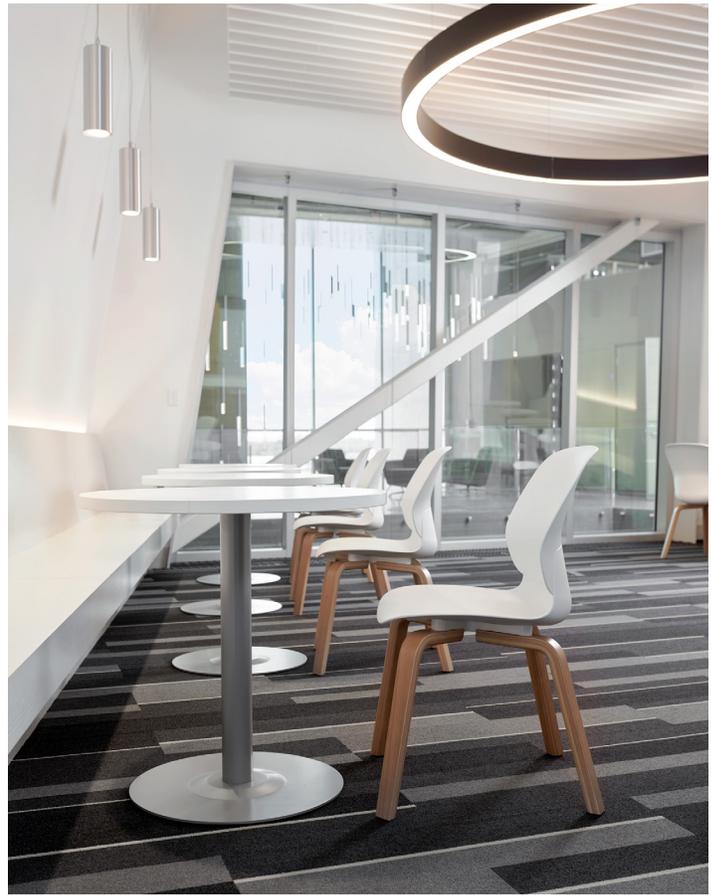
Hans and Torrey Butzer of Butzer Architects and Urbanism envisioned the Dolese building as an extension of the site itself, as well as an expression of the work the company does day-to-day—transforming raw, natural materials into building supplies. By incorporating the goods the company provides clients, the Dolese Support Services Center serves as both an office and showplace.

Whether seen by motorists on the highway or experienced by employees and visitors on-site, the building needed to embody the Dolese brand and values. The new office also needed to accommodate all teams—from field workers and customer service to “mission control” and executive leadership—in a manner that promotes engagement and collaboration while enhancing the health and well-being of individuals.



“Most people think concrete has to be brooding and dark because it’s so strong. We collaborated with the structural engineers to make the frame as thin as possible. We created a space that’s both strong and light.”

Torrey Butzer
Butzer Architects and Urbanism



Thoughtful Attention to Natural Elements for Warmth

In contrast to the cool, hard foundational construction materials like concrete, furniture with organic forms and natural white oak combined with textiles add warmth and comfort throughout the space. Some Dolese workspaces are defined by low wood ceiling panels that manage acoustics and give the space a sense of refinement.

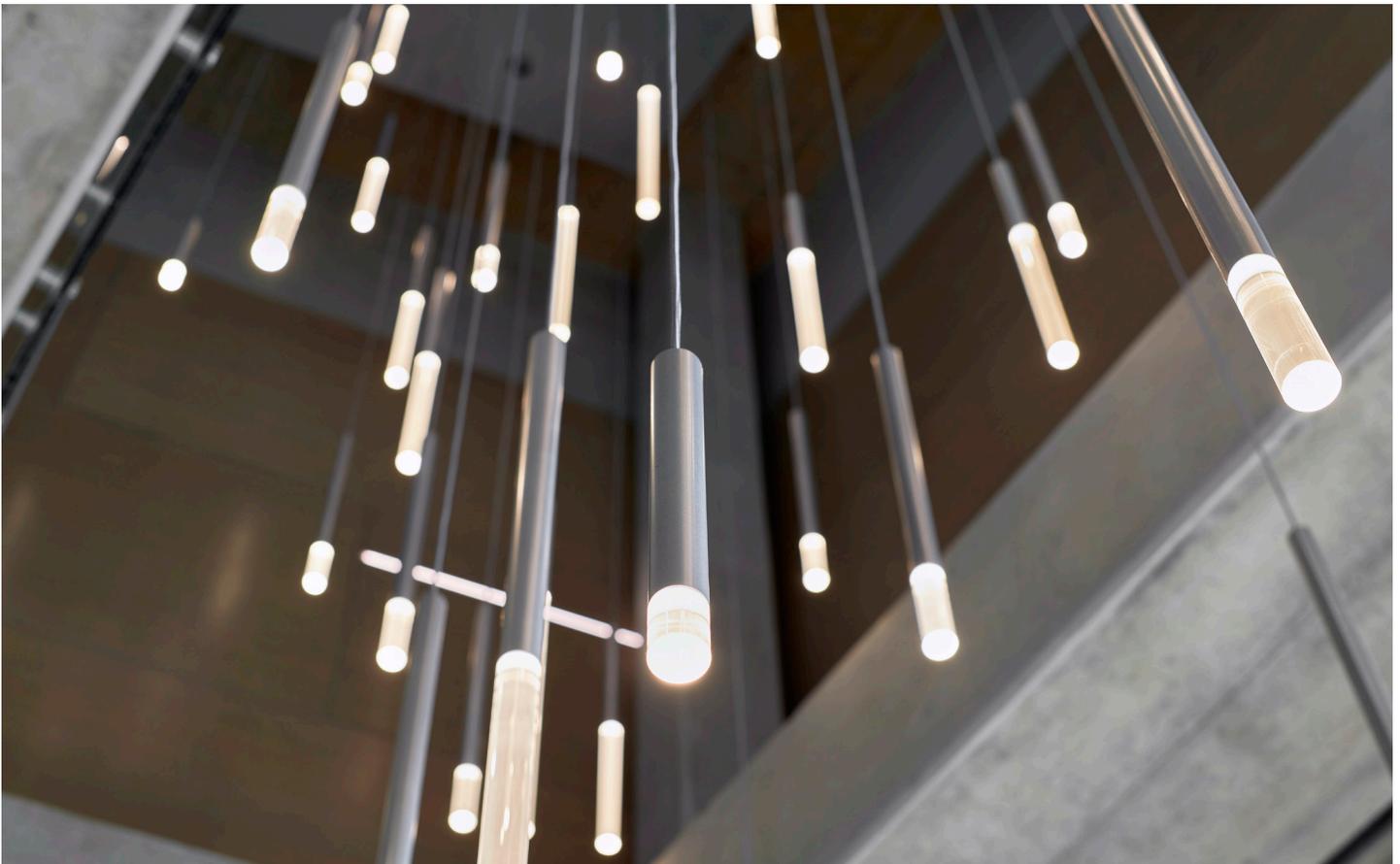


Showcase Natural Elements and Celebrate People

Geological references are juxtaposed with elements of wood and light to create a sense of refinement in the Dolese building. Exposed concrete walls and polished aggregate floors highlight the beauty of materials that come from the Earth and are sourced by the company. From one level to another, people experience the building levels as if they are moving through the strata of the Earth. A building within the building, called The Gem, provides a light-filled space with digitally programmed, color-changing walls where people—the true treasure at Dolese—gather for celebrations and meetings.

The Power of Light

Skylights, windows, and translucent walls allow natural light to spill into Dolese's interior spaces. Energy-efficient, computer-controlled LEDs in The Gem are used to create an energetic atmosphere. Other light fixtures create sparkles of light like you might experience in a dusty quarry, creating a connection to the company's mining operations.





- 1 Light as a Design Element**
Abundant windows and skylights ensure that every employee enjoys natural light. Light fixtures and architectural elements create shafts of light one might experience in a quarry where some Dolese materials are sourced.
- 2 A Building Within a Building**
The Gem, with digitally programmed, color-changing walls, serves as the heart of the building, and comprised of three levels, houses a variety of functions.
- 3 Ample Gathering Spaces**
A patio space and living room-style employee lounge provide places for people to gather informally.
- 4 Company Materials on Display**
Three variations of aggregate mined by Dolese are used for flooring and complement the polished concrete walls throughout the building's interior and exterior.
- 5 A Stairway for Connecting**
The Dolese Chute Stairway—which spans all three building levels—is modeled after a concrete truck chute and is where many impromptu conversations take place.
- 6 A Healthier Workplace**
The building is built to WELL Building Standards. In the background an advanced HVAC system uses HEPA filters and UV lights to kill airborne viruses as air passes through the building.

“As people have come back, they’re excited to be here. There’s enough room for us to be spread out. The hallways are roomy and there’s a good air system. The feedback is that people feel comfortable being here—they can find a space to be separate, but still collaborate and work with each other.”

Mark Helm
President, Dolese



A Neighborhood for Each Department

Each department has a variety of spaces. Individual workstations equipped with height-adjustable tables and dual monitors support focus work. Conference rooms enhance meetings and collaborative work with walls that mitigate noise, video technology that allows everyone in the room and those connecting remotely to see everyone else, and an electronic scheduling system at the door.





Focus and Well-Being

Private offices with storage and height-adjustable tables support managerial work, keep conversations confidential, and give managers direct access to the patio where they can take a break and benefit from the restorative effects of nature.

Height-adjustable tables, supportive seating, and dimmable task lighting help people focus. Dual monitors on adjustable arms, paired with 6-foot privacy walls with glass panels for visibility, create engaging and supportive workspaces.

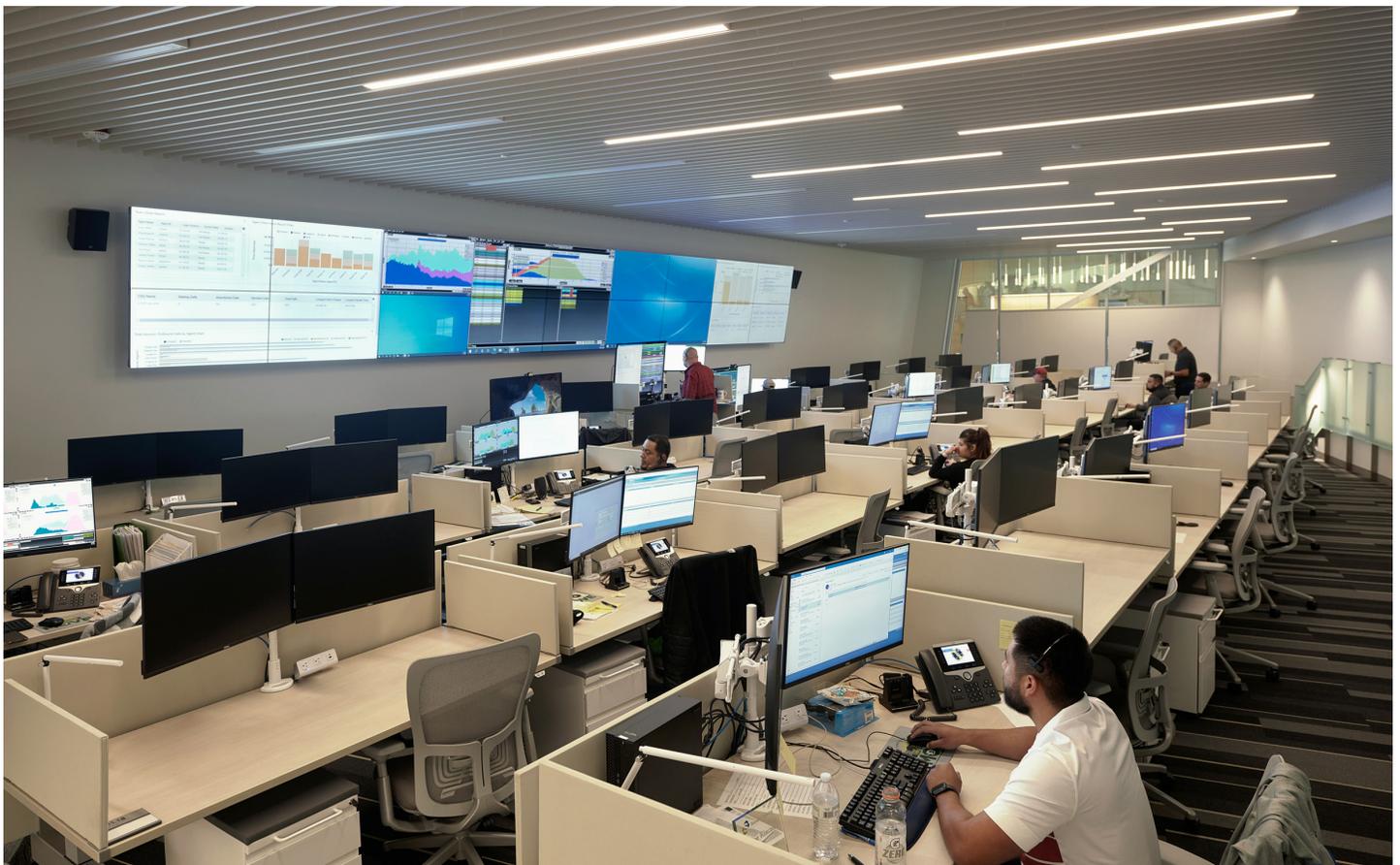
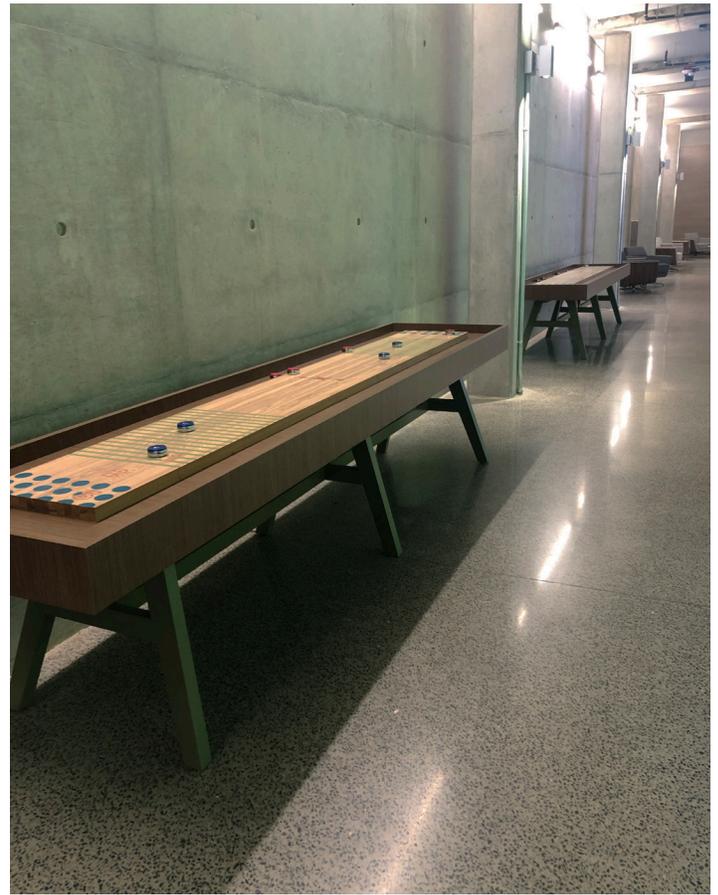


“The best decision was to start in a new place and build the building that we need for our groups that provide support services to those people working in the field. Let’s make it comfortable and a good place to work.”

Mark Helm
President, Dolese

Centralized Operations at Mission Control

Dolese’s Mission Control serves as the dispatch center that keeps trucks and materials moving across just under 350,000 square-miles. Dimmable lighting installed overhead reduces glare, while dual monitors help reduce user eye strain. Eighteen 55" displays are networked at the front of the room to keep all members of the team informed in the moment. Outside the room, break areas and shuffleboards provide opportunities for workers to relax, play, and recharge.





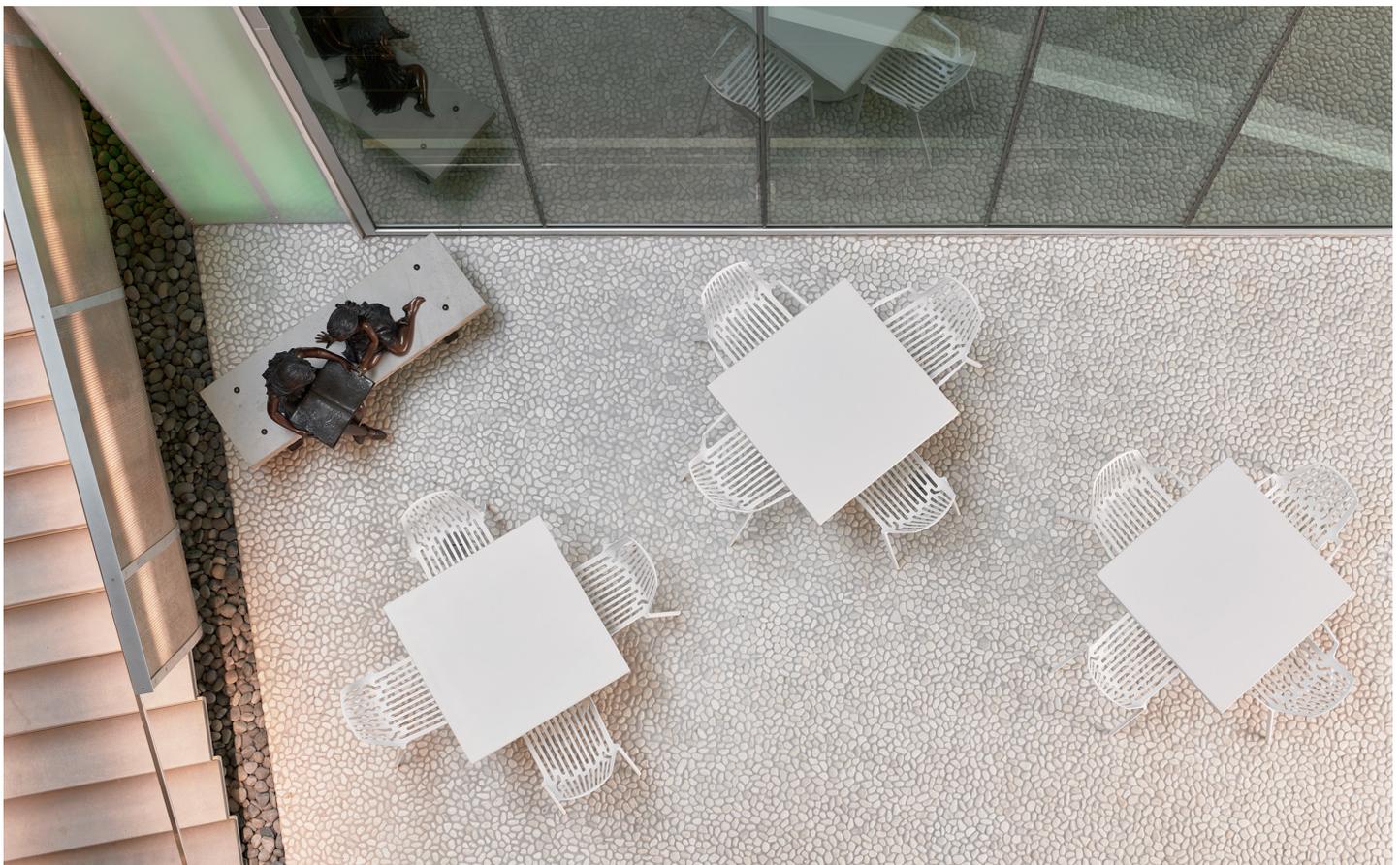
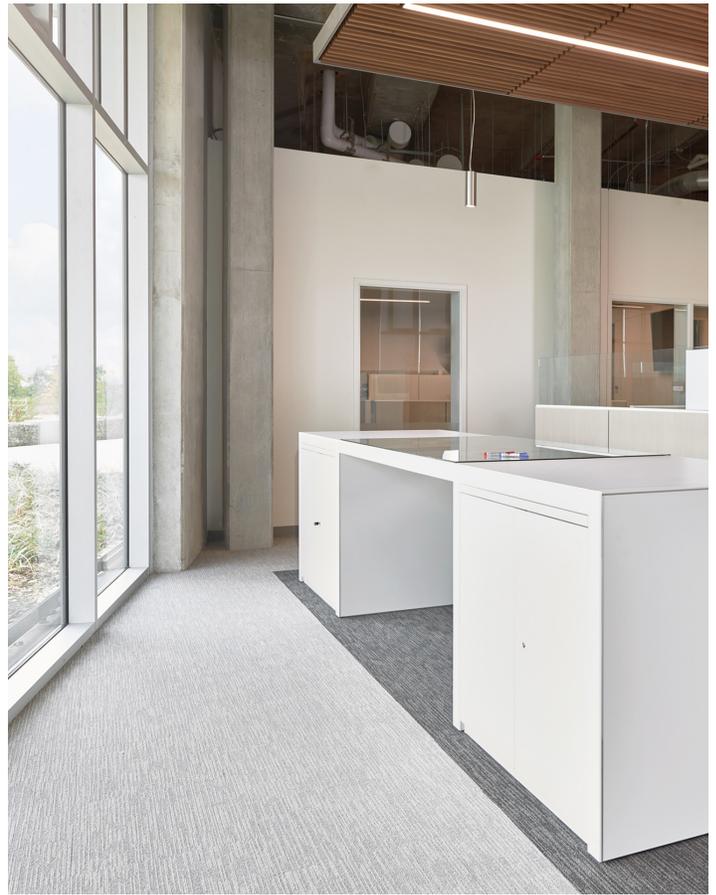
Brand Building

One of Dolese's primary products, concrete, is used throughout the building inside and out. Signs and graphics celebrate the Dolese name, reinforce company values, and pay tribute to the company's 100+ year history. Brand is also recognized using accent colors in elements like exterior panels and interior tiles, along with graphics of stones in unexpected places—like conference room tables.



“Throughout the building, every material is ultimately drawn from nature. Some of it’s used directly and some of it is recomposed. We explored biophilic concepts and looked to the WELL Building Standards to create stronger relationships between people and nature, and to create a healthier work environment.”

Hans Butzer
Butzer Architects and Urbanism



A Place People Want to Come to Work

While the Support Services Center succeeds in showcasing Dolese's construction materials in harmony with light, color, and texture to merge the building with brand, the project accomplished something even greater. The landmark building is a place where people want to be to do work. It's a place that inspires people to seek employment at Dolese. And not just because of the architecture—the building is part of a larger development plan that features restaurants and residential spaces. By creating a bright, healthy environment in an area where people live, work, and play, Dolese's building serves as a permanent recruiting and retention tool.

Supporting Company Culture in Every Space

Thoughtful spaces for conferences, private conversations, and focus work position the Dolese team to deliver at peak performance each day. Spaces that engage, inspire, and allow for collaboration provide the optimal conditions for the Dolese culture to flourish.





Customer Profile

Dolese is a company of people dedicated to building communities from the ground up. The company's plants and quarries produce more than concrete, sand, crushed stone, and concrete block products. Dolese also provides innovative solutions that help build skyscrapers, homes, communities, and infrastructure—including roads and bridges.

Featured Haworth Products

- Compose® Workspaces
- Enclose® Walls
- Hop® Tables
- JANUS et Cie Seating and Tables
- Jive® Tables
- Maari™ Seating
- Masters Series® Private Offices
- Patterns™ Architectural Elements
- Planes® Height-Adjustable Tables
- Very® Knit Back Seating
- X Series® Storage
- Zody® Seating