

KARL STORZ Endoscopy United States

Since its beginnings in 1945, KARL STORZ has established itself worldwide as an international and highly regarded company in the production and sale of medical instruments and devices. Not only is the company an internationally recognized brand but it is also a leader in creativity, versatility and competence. Founded in 1971 as the gateway to the United States, KARL STORZ Endoscopy-America, Inc. (KSEA) is responsible for all US distribution of endoscopes, instruments, imaging systems, electromechanical devices and ORI® integration. Headquartered in El Segundo, California, KSEA operates with over 100 highly trained, professional sales representatives who manage individual accounts across the country.

The Challenge

Increasing connectivity between the German and North American headquarters was a key driver in the development of the new KARL STORZ's North American headquarters in El Segundo, California. The need to support the globalization and internationalization of an organization was critical.

One of the main challenges encountered in this project was extending and implementing KARL STORZ's European/German standards into the Southern California culture. The new design would need to incorporate the German standards used in other facilities.

The design objectives for the building were heavily influenced by KARL STORZ's executives, including the international president, chief financial officer, vice president of human resources, vice president of information technology and the facilities manager. The output would be to shift to a new open environment, but this would require a significant move from traditional office-intensive environment (80 percent private offices and 20 percent workstation) to a transformed, open, workplace design of 20 percent private offices and 80 percent workstations.

The Solution

To successfully realize the new planning objectives, the facilities manager helped create special "task forces" to lead the new design concepts and assist in companywide buy-in. The benefits of the new plan included team building/collaboration solutions, such as creation of agile spaces that respond to change. The restructured plan incorporates minimal private offices on the perimeter of the space to avoid blocking the window line and maximizes natural light. Workstations feature lower panel heights with translucent glass to promote interaction. Glass is used extensively to maintain a sense of openness as well as transparency, and to heighten visibility throughout the space.

The transformation of the new headquarters was dramatic. The old space was dark, disorganized and had numerous hallways. The new space is simple, clean, bright and open within an organized layout of contemporary workstations, glass-fronted offices and accent colors depicting the corporate brand. The new furnishings reflect a clean contemporary feel with a German utilitarian vibe that ties to KARL STORZ's family culture.

Technology infrastructure was a key component integrated into the project to successfully express the new globally connected workplace environment. A high-tech conferencing center with an automated reservation system and 2,500 square foot data center was designed to increase connectivity between the German and North American headquarters. The data center incorporated a state-of-the-art network operation center (NOC), emergency generator, UPS, FM-200 system, VOIP and wireless technologies.

The design team incorporated a North American showcase consisting of a 600 square foot cutting-edge mock operating room. The area is used to demonstrate and display KARL STORZ's medical product evolution. Wolcott's graphic design studio, SKIN, designed a branded monumental glass stair wall depicting the company's history and products. The infusion of history throughout the space brings KARL STORZ's corporate culture to life, instilling organizational pride.

Impact to Business Strategy

KARL STORZ's new space is flexible, high-tech and sustainable. The combination of these factors, along with the incorporation of sustainable design principles, gives way to three positive effects in its overall business strategy. The new space realizes a long-term return on investment, increases employee retention, and minimizes maintenance costs while maximizing energy savings.

KARL STORZ's new North American headquarters is a great example of the "globalization" and "internationalization" the new workplace is experiencing in today's market. The workplace is also an extension of its employees' overall work-life experience.

Through diligence, collaboration and creativity of the project team, the headquarters was up and running ahead of schedule and within construction budget parameters.

Results

People

The open plan creates a bright, daylight-filled space that exposes KARL STORZ employees to an airy, open and interactive environment. The implementation of this plan creates a positive environmental experience for the employees. The open windows create an exposed feel and gives way to a connection of being outside. One employee said, "[The new space has] changed my whole attitude about work. Working in this environment has inspired me to be better at what I do."

Planet

The project incorporates a variety of green strategies that impacted three main long-term components that positively effects the overall environment. A variety of materials with low- or no-VOC levels are used in order to improve the space's indoor air quality and reduce toxins. This strategy affected the space following construction, facilitating residual emissions from paints, glues and other material to dissipate at a faster pace. Natural lighting is maximized throughout the space, and the use of automated lighting fixtures is predominant in the late business hours, which impact the long-term energy savings. The new facility is situated in a prime location that promotes alternative forms of transportation for the employees. The location strategy reinforces KARL STORZ's commitment to sustainability by encouraging employees to reduce commuting travel and lower their carbon emissions footprint.

Profit

Future cost savings was a key element of the new space. The use of finishes that are both resilient yet timeless decreases constant upkeep and increases cost efficiency. The space plan maximizes natural daylight, but also includes energy-efficient lighting fixtures, daylight harvesting, automated lighting/water controls and water-efficient irrigation of native landscape to positively impact long-term energy/water costs. The incorporation of KARL STORZ’s German culture allows for an increased flow in communication and interaction of the departments. This flow in turn creates a more rooted synergy between the departments that contributes to a better bottom line.

Project Team

FM Project Manager.....	Stacy Wilder, Project Manager, Studley
Architect/Interior Designer.....	Amanda Kaleps, Principal, Wolcott Architecture Interior
Contractor.....	Andrew Witham, Chief Estimator, Sierra Pacific Construction
Furniture Manufacturer(s).....	Alana Draper, Representative, Associates Purchasing
Furniture Dealer(s).....	Knoll
Furniture Installer(s).....	Knoll
Consultant(s).....	Ali Sherafat, President, WM Group
Location of Project.....	El Segundo, California



