

CASE STUDY

Trendway >

CLIENT: Central Michigan University Research Corporation

A nonprofit organization in affiliation with Central Michigan University that focuses on advancing economic development in the community and helping entrepreneurs and startup businesses connect with a network of experts, grants and resources to fuel growth.

LOCATION: Saginaw, Michigan
DEALER: Kentwood Office Furniture
DESIGNER: Becky Dallman



THE CHALLENGE:

Create a trendy co-working environment to attract entrepreneurial and start up business ventures.

Quickly renovate a historic property to create flexibility to reduce or expand as needed.

Create private spaces within an open environment to accommodate privacy and acoustical needs.

THE SOLUTION: Volo® Wall

Kentwood Office Furniture and Great Lakes Architectural Products Group recently completed an exciting project with Central Michigan University in conjunction with SVRC Industries. The redevelopment project transformed 100,000 square feet of the historic Saginaw News building into a mixed use facility, including Central Michigan University's Small Business Incubator. Modeled after popular co-working spaces, it allows short term leases, some as short as a month, for local startup businesses.

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The renovation required the flexibility to reduce or expand spaces quickly and required the kind of speed-to-occupancy performance that Trendway is known for.

“We definitely took the time to develop a relationship and understand more about what they were looking for, before talking any furniture.”

Del Eldridge, Great Lakes Architectural Products Group

Kentwood Office Furniture worked hard to understand the needs of the client and provide solutions to meet their budget and timelines. ‘We started with a trip to Chicago and met our customer for dinner’ says GLAPG principal Del Eldridge. ‘We definitely took the time to develop a relationship and understand more about what they were looking for, before talking any furniture. The next day we took them on a Chicago showroom tour and they were very impressed.’



Volo Wall was selected to create private spaces within the open plan environment. The extensive aesthetic choices within the Volo line allows designers to create and deliver almost any design vision they have for the project.

Timing was also critical for the success of the project, and Volo fit the bill with dependable and competitive lead times.



The built in adjustability of movable walls allowed the install team to account for unexpected conditions on the job site. This was especially advantageous due to the age of the building.

The Volo walls arrived on site in complete modular and non progressive panels reducing the time and hassle to install the project, especially when compared to traditional wall construction.

The install was flawless, on time, and in budget. The client was thrilled with the outcome and has been able to attract numerous new tenants to the space.

