

# Case Study



## Major Newspaper Daily: Turning History on its Head

In keeping with its historic shift from print to digital publishing this major newspaper has refreshed its corporate headquarters to reflect its new digital brand. Global's furniture solution for the new space supports the daily's objective to create a space that feels as much like community as it does a workspace.

### Products:

Diet / Bridges Benching and Freestanding Systems

Citi Soft Seating

G20 Task Chairs

Sidero Guest Chair

After 131 years, this Montreal daily's weekday print version has been replaced by its digital edition for tablets since January 1<sup>st</sup> (the Saturday print edition is maintained). In keeping with this historic shift, the offices in downtown Montreal needed to be refreshed to align with this new chapter of its history.

The daily was looking for a furniture partner to support the transition from a traditional office environment that featured lots of wood surfaces and enclosed workspaces to a more contemporary environment where lighter finishes, clean lines and lower workstation dividers establish a space that is collaborative, modern, open and airy. This was not just a symbolic gesture of 'newness', but also a very practical one – to support the needs of today's new media environment: a diverse workplace where collaboration is

facilitated, and perhaps more relevantly, a sense of community is created. The newsroom, which is the heart of the space, occupies a special place within the historic headquarters. Yvon Daneau, Director of Facilities explains "It sits at street level within Montreal's Old City. Passersby can look in and see the news being made, and as such the space had to be warm and friendly, an extension of the neighborhood's landscape. Therefore, the furniture had to reflect that, not just the words that are being written."



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### It started with a conversation

As part of the competitive process, the daily's team visited the Global showroom with their design firm, Réalisations Conceptum, where they outlined their needs and objectives. Stephane Desmarais, Director Major Accounts, Global explains, "The first thing we did was have a conversation. We listened to their needs and understood their budget requirements. Together, we discovered that by making some adjustments to their original design, we could provide them with opportunities to keep them in budget while satisfying their aesthetic requirements. We then went back and worked with our engineers and designers to customize our solution to exactly suit their requirements." Customization included tackable worksurface dividers, modesty panels, custom depth wiring troughs, and custom configured storage. "We gave them options they never knew they had", says Stephane.

### The Result

Global came forward with a product portfolio that included a combined Bridges and Diet benching system, private offices with Bridges desking and collaborative areas that featured Citi soft seating. The result is a setting that reflects the fresh face of the Daily's digital brand. Yvon concludes, "In my field, we evaluate satisfaction by the number of complaints we get, not the number of positive comments. With 313 users in our new space and there has been no issues since the installation seven months ago. We have to produce a complete digital edition on a daily basis and working within deadlines is in our DNA. With this project, you have demonstrated Global has the same capacity."



"I want to thank the Global team for helping us create an environment that adequately reflects the fresh face of our new digital brand: a space where people can collaborate easily at and beyond their workstations and where technology is supported."

Yvon Daneau, Director of Facilities

