

*hello*



ATMOSPHERE COMMERCIAL INTERIORS



## OUR STORY

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10

worklabs

6

states across the US

200+

team members

1964

authorized Steelcase  
furniture provider

10

time recipient of Steelcase  
**Premier Partner** award

Since 1953, Atmosphere's success has been fueled by people who pursue expertise while navigating the commercial furniture world with passion and an eye for precision. We value a learning mindset and continuous innovation to enable the growth and enrichment of our teams, partnerships, and local communities.

Our guiding purpose is to connect people through creative applications of architecture, furniture, and technology; and deliver environments that are compelling, high-performing, and human-centric. Today, our team members across sales, project management, design, installation, and operations support clients and projects around the globe. Because of our partnership with Steelcase, the global leader in the commercial furniture industry, our distribution network is unmatched in scope and experience.

From small start-ups to top Fortune 50 organizations, the clients that we support each have unique brands, stories, and project needs. As we continue to expand into new markets, we remain agile as an organization to best serve our clients so that no matter the size or scope, each project receives meticulous attention and an exemplary and distinctive outcome.

***Let's work together to create better work experiences.***



***We enlighten  
organizations to the  
connection between  
people, purpose and place™***

Place matters, and now more than ever, we are here to help create spaces that enhance collaboration and connections through applications, products and materials that are designed through careful research and backed by the strongest warranty in the industry.

Welcoming, human-centric, and high-performing spaces can be effortlessly provided through Steelcase and their carefully curated collection of some of the world's most iconic design brands, including Blu Dot, West Elm, Moooi, Bolia, FLOS, Microsoft, and many others.





# THE NEW HYBRID NEIGHBORHOOD

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## ***A workplace worth the commute.***

Despite employers' best efforts to entice everyone back to the office with free snacks and fun events, people are dragging their feet. Their reluctance isn't about COVID: If you look at the data, far more people have been to a restaurant, movie theater or traveled on an airplane than who've gone to the office, according to the Kastle Back to Work Barometer. People's resistance doesn't seem to be about flexible work either. Hybrid work has been embraced by 71% of global leaders giving people the option to work two-to-three days from home or other locations.

Theories about why they're hesitant to return to the office range from the dread of wearing work clothes to long commutes. But maybe the most obvious reason is being overlooked: Do people believe anything has really changed if everything looks the same?

**In offices around the world, organizations have adopted hybrid work policies, but haven't changed their offices to support the new realities of hybrid work.** Some say they're waiting until employees are back in the office to make changes. But hybrid work means people will come and go at different times and, without changes, the office is often likely to feel empty and lack energy. After two years of isolation, who wants that? Hybrid work also means people will spend a lot more time on video calls, and will look for more privacy to meet with remote teammates. Or worse, they'll do video meetings in the open and become the hybrid version of the office loud talker.

## **Hybrid work policies will work better if an organization's space changes in tandem.**

The new era of hybrid work means people will have choices about where to work and, in many ways, the

office has to work even harder to attract people and keep them coming back. Offices will need to earn people's commute by meeting a new set of needs: support hybrid work, establish connections, create a sense of belonging and promote wellbeing — all of which suffered during the pandemic.

## **A New Inspiration**

This requires a shakeup in thinking about the future of the office. Rather than basing office design on the need to fit more people into less space, the workplace should draw inspiration from a new source that is less about efficiency and more about humanity — the vibrant communities in which we live. Jane Jacobs, author of "The Death and Life of Great American Cities," argued decades ago people need diverse neighborhoods to thrive, where homes, bustling sidewalks, shops, parks and public spaces come together and "exist in extraordinary variety."

## **Why Neighborhoods?**

Neighborhoods exude vitality and energy — nothing is static — places and activities adapt and change. The neighborhood is where people form relationships, feel a sense of belonging and build trust.

Today, organizational psychologist and author Adam Grant agrees. "A better vision for a workplace is a community — a place where people bond around shared values, feel valued as human beings, and have a voice in decisions that affect them," says Grant. The best neighborhoods are ones that foster inclusion and exude personality, where ideas are born and trends are launched.

This is what people at work need more than ever before.

## **Building a Neighborhood at Work**

Organizations can create diverse neighborhoods in their workplace as a tangible way to communicate their values and shift their culture. The workplace can create

the same energy and connection people feel sitting in a sidewalk cafe or the same level of solitude they experience in their library or the privacy of their own home.

Neighborhoods at work, like the ones people live in, are a homebase for people and teams, departments or project teams. They include a variety of interconnected spaces that support different types of work, a mixture of uses and the natural flow from one to another. They include:

- Individual spaces assigned to one person or shared amongst the team
- Collaboration spaces for in-person and virtual interactions that support the different ways people need to come together
- Places with appropriate privacy for individual heads down work or finding solitude and rejuvenation
- Areas to gather, socialize and learn with teammates

Neighborhoods become a destination, where people feel comfort and confidence they can find their teammates and the tools they need to do their work.

For a neighborhood to truly work for people it has to be based on a fundamentally new employee experience.

## **A Framework for Employee Experiences**

### **Equity**

Create a more equitable and inclusive experience for all participants, with a design goal to eliminate the gap between co-located and remote employees.

### **Engagement**

Design settings for a range of experiences that help people participate fully, focus deeply and stay in flow longer.

### **Ease**

Design a variety of intuitive virtual and physical experiences that are easy to navigate and control.

## **4 Key Design Principles**

Every neighborhood has its own distinctive character — four key design principles guide their creation.

### **Me + We**

Just as city neighborhoods have homes and shared spaces, the new neighborhood at work supports both individual and team work. The amount of space for each will vary, but they support people doing different types of work throughout the day. They help people make quick shifts and give people more options and autonomy over their day.

### **Fixed-to-Fluid**

Great neighborhoods evolve when new people move in or a new store opens. At work, change is constant, sometimes in small ways as teams need to add more people, or in significant ways when they need more collaboration spaces. A hybrid neighborhood is modular and flexible — embracing change instead of resisting it.

### **Open + Enclosed**

Privacy in the office has become even more important during the pandemic. People struggled with significantly open office plans before and now, after working from home, are even more sensitive to the need for control over their privacy. Great neighborhoods blend private and public spaces, making the neighborhood diverse and dynamic.

### **Braiding Digital + Physical**

Urban planners are creating smart cities and hybrid office neighborhoods need to do the same. Video meetings are a new norm in the office and everyone needs to see and be seen, hear and be heard. The technology needs to be easy to use, but having a space that's the right size with the right features is a key to making it work.





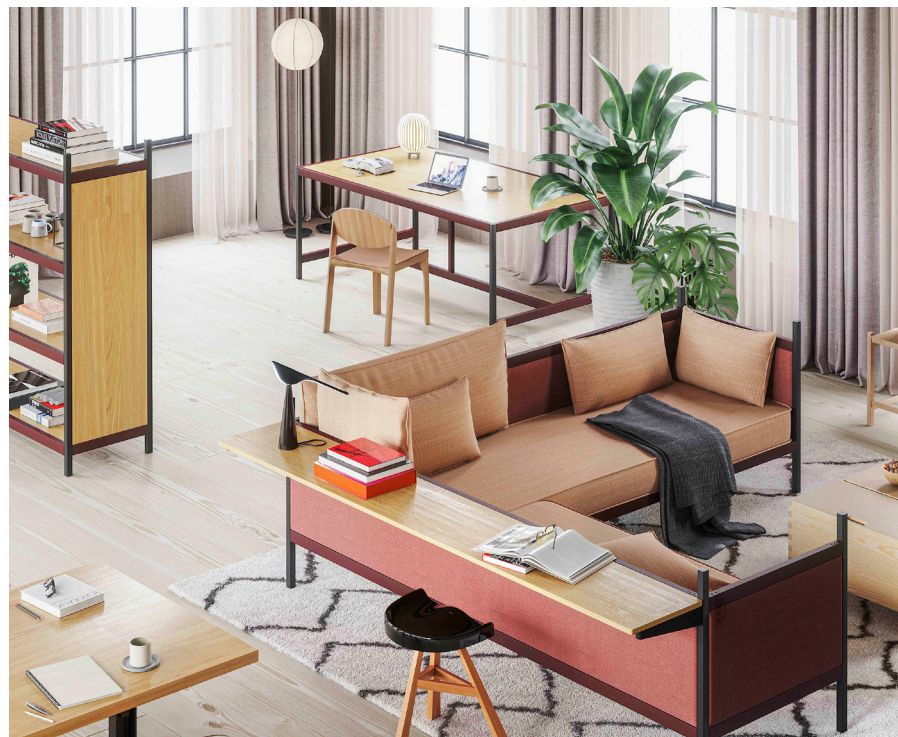
# WORKPLACES THAT WORK

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**Place matters**, especially to the 60% of our global workforce that's comprised of Gen Y and Z's, whose expectations about how and where work gets done rapidly drives product innovations while challenging connectivity expectations. These digitally-fluent and experience-seeking workers expect flexibility and personalization while also being open to experimentation in how and where they work.

Meeting the needs of an evolving workforce has led to the expectation for space to provide an ecosystem of respite, focus, in-person connections, virtual networks and maker-spaces. However, this *choose-your-own-adventure* approach can sometimes feel overwhelming to those using and planning the space. That's why Atmosphere is committed to collaborating with our clients, design partners, and vendors to leverage research and experience to streamline our process while offering unique spaces and applications to every project we execute. Project solutions speak for themselves through environments that tell a compelling story, forged in brand and culture.





***“We believe the office continues to be critical to culture and innovation - and we believe better is possible.”***

*Sara Armbruster,  
President and Chief Executive Officer, Steelcase*







# ACTIVE LEARNING ENVIRONMENTS

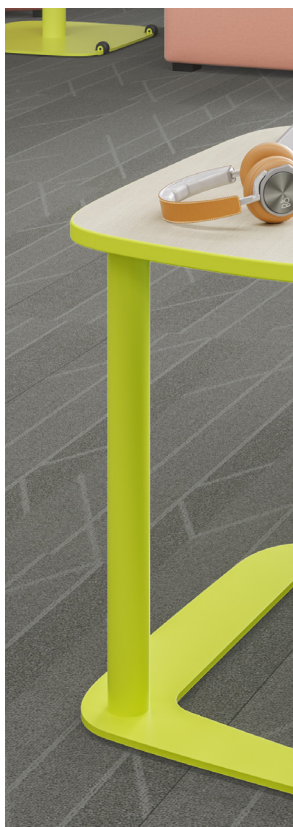
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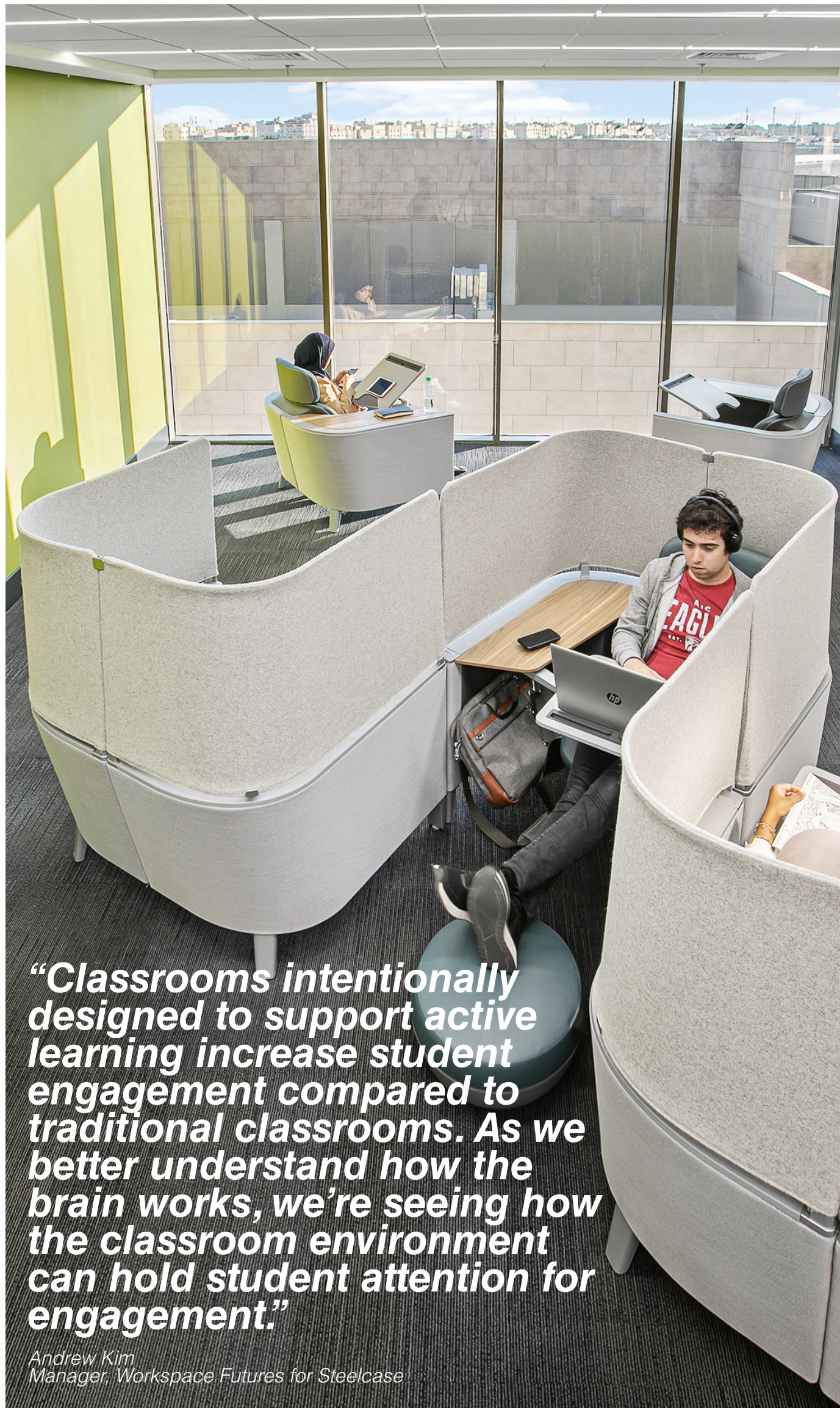
Learning happens everywhere, from libraries to lecture halls, classrooms and cafes. Today's educators are embracing more active and immersive styles of instruction, engaging with students, leveraging technology and exploring ever broader educational strategies. We think it's more important than ever to make every space an active learning space. Properly designed and furnished, every space can take advantage of the opportunities that dynamic changes are bringing about.

We are committed to finding creative, cost effective solutions to expand active learning environments that help students, educators and institutions achieve their learning goals. Designed to support the dynamic needs of today's students and instructors, from K-12 to higher education, we offer specialized products and services for a variety of educational environments.



**Fox River Middle School**  
design by Plunkett Raysich





**“Classrooms intentionally designed to support active learning increase student engagement compared to traditional classrooms. As we better understand how the brain works, we’re seeing how the classroom environment can hold student attention for engagement.”**

*Andrew Kim  
Manager, Workspace Futures for Steelcase*



Banner New River Trails  
design by NexCore



## HEALING + WELLNESS

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As patients and caregivers seek enhanced experiences and greater value, hospitals and healthcare facilities are dealing with change at a faster rate than ever before. And in an environment where stressors can run high, wellness has been a distinct focus for healthcare organizations that seek to reduce stress levels and promote healing.

We address this challenge by helping to create change-ready spaces that put the human factor first and optimize healthcare experiences to connect people, place and technology.

We believe facilities must be “capable of allowing an organization to adapt to changing market, climate and clinical needs.”  
*Steelcase, Flexibility in Healthcare Environments*

From the welcoming first impression of medical waiting areas to efficient exam, treatment and patient rooms, we bring you the best products for your organization's vision and adaptation needs.



# HOSPITALITY



Each project is unique and our hospitality clients range from national and boutique hoteliers, to senior and luxury apartments, to casinos.

No matter the scope, we work closely with design firms and clients to develop the perfect FF&E solution for the ultimate guest experience. Our dedicated hospitality team then manages procurement, logistics, and communication with property managers or buyers to ensure a project that is on time, and on budget.



joy  
day



**The Shale**  
design by BKV Group





## ***SPEC SUITE SPACES***

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Commercial real estate is an ever-booming part of our industry and the need to best showcase un-leased spaces has never been so relevant! At Atmosphere, we work with Real Estate and A&D groups to provide furnished spec suites to showcase commercial spaces available for rent. On average, spec suites rent for 10-20% higher than customized spaces, and the hard and soft build-out costs for spec suites and customized spaces are comparable to the average tenant improvement allowances. In addition to increased rental rates, furnished spaces also lease FASTER— generally within 3 to 6 months compared to the average 1-3 years of unfurnished spaces. Spec suites are adaptable and can appeal to a wide variety of prospective tenants who are looking for move-in ready spaces without the extended 8-12 month project timeline commonly associated with planning a space.

From budgetary models and Steelcase Financing options, to post-installation services, we will work with your team to execute compelling spaces that are filled with beautiful and on-trend products from our large assortment of vendors and partners.

# ***SPORTS***

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We create memorable experiences across the country for our high-profile Sports and Arena clients. Our specialized team brings a shared passion for connecting fans to their community and surroundings. With your team, we drive creative and innovative solutions to ensure a seamless and unforgettable experience from beginning to end.

## *Where we've played*

Arizona Diamondbacks  
Boston Bruins  
Chicago Cubs  
Colorado Rockies  
Daytona International Speedway  
Madison Square Garden  
Miami Dolphins  
San Diego Padres  
Target Center  
Target Field  
TCF Stadium  
Timberwolves & Lynx Courts practice facility  
Xcel Energy Center



**“We become an  
extension of your team  
to enhance your fans’  
experience”**

*Catherine Mika  
VP, Operations and Client Experience*

**Target Center**  
design by DLR Group



**Tucson Worklab**  
Tucson, Arizona

# OUR PROCESS

discovery workshops  
budgeting tools  
workplace surveys  
pilot spaces

project management  
design applications  
product specifications  
installation drawings  
live design + fly-thrus  
3D spacial renderings

rapid quoting  
site verification  
order status reports  
pre-install planning

furniture disposition  
decommissioning  
reconfigures  
cleaning services  
delivery  
warehousing  
installation  
move-in experiences

post-occupancy surveys  
performance measurements  
spatial utilization analytics  
facilities support

As the workplace continues to evolve and become more human in its design and seamless with technology integration, there's never been a better time to collaborate. There's also never been as much research and innovation, or as many options readily available! At Atmosphere, we are dedicated to simplifying your workplace choices by partnering with proven, leading vendors, offering our team the best training on trends, technology and design capabilities, and having a large breadth of operation services.

Through our refined process, we support projects of any scale from the very beginning exploratory phases to product applications to installation and day two support.



# LEADERSHIP BY DESIGN

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## **Executive spaces are not designed for hybrid work. It's time for change.**

It used to be an experiment on the fringes, but hybrid work has gone mainstream and it's one of the biggest economic and cultural changes facing leaders today. Most organizations who choose hybrid work are trying to offer a balance between the flexibility people want and the need to bring employees together to create greater cohesion and build a sense of community. Some leaders worry their corporate culture is slowly dissolving and talk of “quiet quitting” – pulling back from work while staying in the job (or, as some would say, a Tik Tok term for disengagement) – is making them think it's time to make sure they're leading by example.

Hybrid work policies can be a struggle for companies when people come into offices that still look like ghost towns. There's a critical mass that's needed to gain momentum and leaders play a critical role – they need to be accessible in ways they may not have considered in the past and to set the tone for the adoption of hybrid work. “‘Congratulations. You are the new amenity,’” McKinsey's Workplace Strategy and Change Leader Phil Kirschner tells leaders. “It used to be the gym, the cafeteria, being able to bring puppies to work, whatever it is, but the executives are the new amenity.”

**“‘Congratulations. You are the new amenity. It used to be the gym, the cafeteria, being able to bring puppies to work, whatever it is, but the executives are the new amenity.’”**

*Phil Kirschner  
McKinsey Workplace Strategy and Change Leader*

But the current office might be a barrier to leaders who want to be accessible and role models for hybrid. Workplace design traditionally focused on leaders' needs by creating executive floors or suites that were set apart from the rest of the organization. It became a constraint to building transparency and made it harder for leaders to have serendipitous connections with employees. A fundamentally different approach to leadership spaces can be an important tool for building the kind of culture and fostering the kind of behaviors leaders want to see.

## **Accessible. Approachable. Functional.**

One of the things we know from our research is that employees want their leaders to be visible, accessible and transparent in how they run the business. For many leaders this requires new behaviors and practices, which can be a challenge because they also need to get their jobs done.

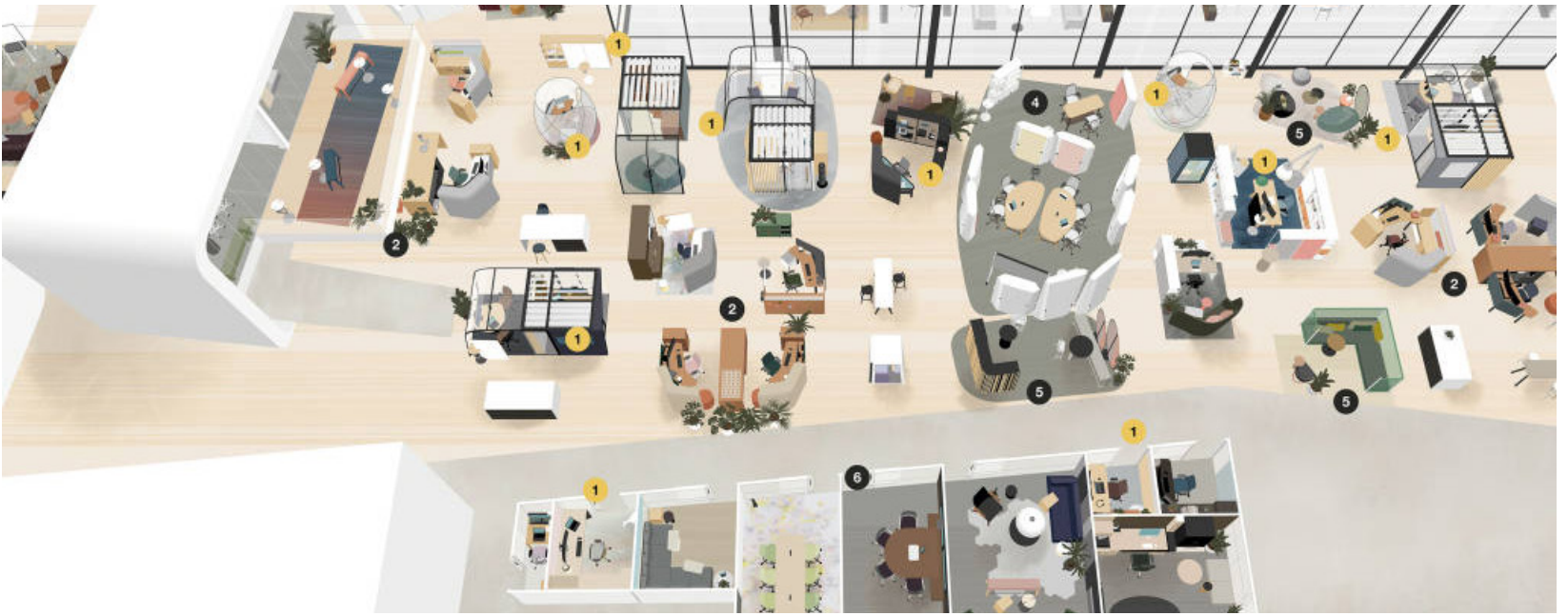
So how can leaders balance the need to be more approachable to employees yet still have space to handle the moments of crisis they're dealing with more frequently, as well as the day-to-day needs of the organization? How can they collaborate as a leadership team and share quickly with each other as well as the larger organization. And how do they do all this in a hybrid work environment when they need to interact with people in-room and remote participants?

“Our clients are telling us they are struggling with these issues and looking to us to help them,” says Steelcase CEO Sara Armbruster. “This is a time of seismic change and we believe space can help shape new leadership behaviors. We have a history of prototyping and testing progressive new ways for leaders to work. Our new leadership space applies our research and insights to create an innovative approach for leaders in a hybrid world.”

The new space, called the “Leader Commons” and located within the Steelcase Learning and Innovation







Center in Grand Rapids, Michigan is a behavioral prototype – a fully-built-out environment where concepts are tested and evaluated in real time. Like its name implies, this space is designed to be highly accessible and approachable for employees, yet functional for the demands of leadership roles. It offers spaces where they can focus and collaborate, both in- person and remotely.

“We know organizations need to rebuild the social capital that was lost while everyone worked from home,” says Cherie Johnson, global design director. “Traditional leadership spaces don’t offer the transparency and accessibility people want today.”

The design was inspired by dynamic neighborhoods that have a range of diverse public and private spaces which encourages equity, engagement and ease of use to address the needs of hybrid work.

### Designing a Leadership Neighborhood

The design concept of creating spaces that are more like a vibrant neighborhood is based on our belief that the workplace needs to be more inclusive and create the sense of community that people and organizations need to thrive. Neighborhoods are a tangible way for organizations to communicate their values and shift their culture.

Every neighborhood has its own distinctive character and four key design principles guide their creation.

- **Me + We:** Just as city neighborhoods have homes and shared spaces, a leadership community should support both individual and team work.
- **Fixed-to-Fluid:** Leaders need a highly adaptable and resilient space that can ebb and flow with their needs. The easier it is for them to make changes on demand, the more effective the space will be.
- **Open + Enclosed:** Privacy and the ability to focus in the office has become even more important. Leaders need to be able to find the level of privacy

they require

- **Braiding Digital + Physical:** Every space may need to be a video space. Video meetings are a new norm in the office and everyone needs to see and be seen, hear and be heard. Technology and the physical space need to be considered holistically to provide an equitable experience for both in-person and remote participants.

### Topography of a Leadership Neighborhood

A leadership neighborhood includes a diverse range of owned and shared spaces that meet the various needs of hybrid work.

#### 1. C-Suite Home Bases

Owned individual spaces that provide for focus and 1:1 collaboration, with “front porches” to encourage visibility and interaction with other leaders and employees. Custom-curated background for video calls and embedded technology, enhance the experience of video meetings.

#### 2. Executive Assistants Pods

Workspaces provide proximity to leaders as well as to other assistants who work as a team to support leaders. Highly mobile furnishings allow for personal control and preferences.

#### 3. Social Hub

Located at the entrance of a Leader Commons, this approachable space encourages people to gather and allows informal access to leaders. It can be an “on deck” area for people coming to attend scheduled meetings.

#### 4. Courtyard

Located in the center of resident spaces, it’s a space where leaders can easily come together, with mobile boundary elements that can accommodate varying team sizes, provide visual and acoustic privacy and enable hybrid collaboration.

#### 5. Front Porch

Located near main traffic thoroughfares, these informal and comfortable ancillary office spaces can be used before and after meetings, as touchdown spaces, for casual conversations or for hosting guests.

## **6. Community Meeting Spaces**

A range of fully enclosed, bookable meeting spaces are equipped to support hybrid collaboration and are available to all employees. These include Hybrid Huddle Rooms, Hybrid Active Collaboration Spaces and Hybrid Informative Collaboration Rooms. (see sidebar).

## **7. Communication Kiosks**

Analog and digital media integrated throughout the space provide places for storytelling and messaging to both employees and guests (not shown in floor plan).

## **A New Vision for Leadership Spaces to Support Hybrid Work**

### **C-Suite Home Base**

This new kind of CEO space is highly visible, positioned on a main traffic path, yet gives leaders the privacy they need to do their work. Designed around a freestanding pod, the space has multiple areas for different kinds of work. Close the sliding door for deep focus work or video calls (each leader has a curated background that speaks to who they are).

### **Social Hub**

An approachable and multipurpose café space for leaders and employees to meet; ideal for connecting before and after meetings with leadership. It also includes touchdown spaces for people to do individual work.

### **Remote Leader Space**

This novel approach gives remote leaders a place to call home when they are in the office. A “work tent” for individual work, a front porch for informal meetings, and a freestanding acoustic pod provide a range of spaces from which to choose.

## **Leading by Example**

Bringing people back together recharged and reinvigorated is perhaps the greatest challenge leaders have today, regardless of what their hybrid work strategy may be. There’s never been a greater time for leaders to lead by example and demonstrate the culture and behavior they expect from their employees, which will require a new approach to leadership spaces.

## **Behind the Scenes**

The Steelcase design team and the Applied Research & Consulting (ARC) group worked closely with Steelcase leaders to better understand the new behaviors they wanted the space to support and what changes needed to be made to help re-energize the organization’s culture. The ARC team conducted a series of discovery exercises, workshops, surveys and interviews to better understand the challenges leaders faced and how the space should be designed to support the new needs of hybrid work.

The Steelcase design team used a highly collaborative process with leaders to create the Leader Commons. Through the use of survey tools and one-on-one interviews, they learned about each person’s leadership style and how they prefer to work — alone and together with others. The result was a range of solutions that solved the tension between the needs for accessibility and privacy.

“Every individual workspace was designed to enhance performance as well as provide sanctuary,” says Cherie Johnson, global design director. “But they are unique in how they achieve that. Every workspace provides similar amenities and tools, but differs in how we tailor visual privacy, and how they are represented as individuals. Curating a space that embodies their personality and creates a personal connection when seen on video calls or in person was an important part of this new hybrid experience.”



## ***VENDOR PARTNERS***

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9 to 5 Seating	JSI
AIS	Keilhauer
Allermuir	Kimball
AMQ	KI
Andreu World	Krug
Arcadia	MiEN
Bernhardt	National
Buzzi Space	Nevers
Campbell Contract	Nucraft
Carolina by OFS	OFS
Clarus Glassboards	PK-30
Community Furniture	Peter Pepper Products
Dauphin	Safco
David Edward	Sandler Seating
Egan Visual	Sit On It
Falcon	Smith Systems
Global	Spec
Gressco	Steelcase
Group Lacasse	Stylex
HBF	Versteel
Hightower	Vitra
HON	West Coast Industries
Integra	



**Northborne Partners**  
design by Studio BV  
photo by Corey Gaffer



**Phoenix Biomedical Campus**  
*design by Wexford*



## ***WHY ATMOSPHERE***

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With Atmosphere, you have an experienced, passionate and involved partner to guide you through your decision process. Your workspace is an extension of your brand and we believe that space has the power to foster creativity and innovation while providing positive and comforting experiences.

We partner with clients to elevate their environments and empower their people with perfectly integrated furniture, architecture and technology. Additional benefits include:

***Simplify with one contact, one invoice and one truck.***

Our full-service approach reduces risk, removes common barriers for successful execution, and results in a greater return on your investment. In fact, a single-source partner can reduce the cost of pre-ownership activities up to 45%, and post-ownership costs up to 26% (Steelcase).

***Financial support***

Through Steelcase, we offer competitive financing options to help you leverage value over the life of your lease and reduce financial risk. Our financing options begin at 0% interest for 3 years and with the option to leverage leasing opportunities.

***Supplier Diversity***

Through our strategic partnership with a certified women-owned business, we are here to also help you fulfill your Supplier Diversity programs, achieve your existing diversity spend goals, and meet qualifications for government incentives.



## ***CONNECT***

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### ***Arizona***

Phoenix  
Tucson

### ***Illinois***

Rockford

### ***Minnesota***

Minneapolis

### ***New Mexico***

Albuquerque

### ***Texas***


El Paso


### ***Wisconsin***


De Pere  
Eau Claire  
Madison  
Marathon

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