

office

corporate headquarters and manufacturing facility

brayton international

high point nc



case study

Faced with the challenge of consolidating the manufacturing and customer service from four separate facilities into one, j robert bazemore inc looked to the architecture of North Carolina and its history in furniture making for inspiration.

35,000 square feet of office.

350,000 square feet of manufacturing.

14 acre campus.

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## Furniture

In progressive environments, the furniture within a space moves beyond traditional definitions and becomes a comfortable work tool that is user defined. As a manufacturer of innovative seating designs, Brayton International recognizes the need for fashion and function within a space and the value of being at home in the office. Believing that collaboration is key to an organization's success, Brayton chose to utilize many products from Steelcase and its subsidiary companies Metro, Vecta, DesignTex, Details, Turnstone and Polyvision. Most everything within Brayton's new facility is a direct result of product collaboration. As a wonderful showcase of products, it solidifies an innovation pioneered by parent company, Steelcase Inc. called community-based planning (CbP). Simply stated, it is where companies can achieve substantial financial results based upon the design, furniture and worktools within a workspace.

Brayton International has established a solid position as a design leader in contract office seating and healthcare furnishings. For 30 years clients, have depended on Brayton for innovation, quality and style. Brayton's vision is to be a business leader by transforming the way people value comfort, design, and function within their environments. Brayton's award-winning portfolio of lounge, executive, guest, collaborative and healthcare seating along with occasional tables, has been recognized worldwide for design excellence. Brayton's new facility is an impressive working showplace featuring integrated Steelcase product solutions.

## Technology

Strengthening business processes and adapting to change are large endeavors for any organization. Brayton's partnership with Cisco Systems has been one of noteworthy proportions.

Brayton successfully implemented Cisco's AVVID (Architecture for Voice, Video and Integrated Data) system framework into its new state-of-the-art facility. Cisco's AVVID addresses the integration of Brayton's Internet business and technology strategies. The four key foundation points are stability, security, the ability to act as an enabler and being everywhere at all times.

This new system allows Brayton to make well-informed business decisions by giving consistent quick access to data, voice or video anywhere within the facility. It provides a consistent set of software, tools, and best practices that provide a reliable foundation on which Brayton could build an Internet business solution.

Brayton's communication infrastructure was designed to improve internal and external communication. The entire facility features wireless access; in fact most all-mobile employees have wireless phones for campus use. Brayton's data and voice are converged into one network allowing voicemail and email to work in unison.

With Cisco's AVVID system, Brayton was able to achieve the speed, reliability, and information management it needed to better position the company for future growth.



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## At Home in the Office Brayton International

30 years ago, it all seemed very clear. Brayton International would bring to the contract marketplace an American manufacturing source for international product designs. Today, Brayton's reputation for introducing original design innovations is known worldwide.

It seemed only natural for Brayton's new facility to be a custom-made original too. After all, creating a space consistent with its brand image, which embraced architecture, furniture, and technology would greatly benefit one of Brayton's greatest competitive advantages, its people.

"One of our key objectives was to create a space that benefited our employees and that allowed us to 'walk the talk' of collaborative living environments and the value of being at home in the office," Joe Erba, Brayton President/CEO said.

### Architecture/Interior Design

By design, Brayton's new home is a modern interpretation of its southern heritage that celebrates its international design culture.

Over 700 high performance, custom-tinted windows and a two-story glass atrium front replace a traditional brick framework. From every vantage point, views of the North Carolina blue sky and native landscape can be seen. Natural daylight minimizes the use of artificial light by 50% with sensor-activated electronic shade control. T-5 lighting tracks follow the length of the center atrium and offer superior light with less environmental impact. Overhead glass doors in Brayton's central café area lead to a casual patio setting further encouraging the connection to the outdoors.

A focal point for the space is the main lobby area where international design is prominent. From the Artichoke fixtures designed by Denmark's first expert in lighting harmony, Poul Henningsen, to seating from design masters, Hans Wegner and Finn Juhl, the space represents Brayton's high regard for fine design. (As the largest U.S. distributor of Hans Wegner designs, Brayton has the distinct and exclusive privilege of offering 20 of the 100 limited edition signed Papa Bear chairs in the world.) Simple vignettes showcase Brayton's award-winning lounge designs and serve as a comfortable setting for guests to relax and feel more at home. A design wall features design and engineering awards from the company's founding to the present.

Recycled steel (185 tons) used to build the facilities framework is highly visible within the space. The design intentionally embraces the industrial inner workings of the building with 24' exposed ceilings, visible air diffusers, and concrete flooring. The use of dropped ceilings and dry wall were minimized with the use of reconfigurable architectural walls manufactured by Steelcase Inc., Brayton's parent company.

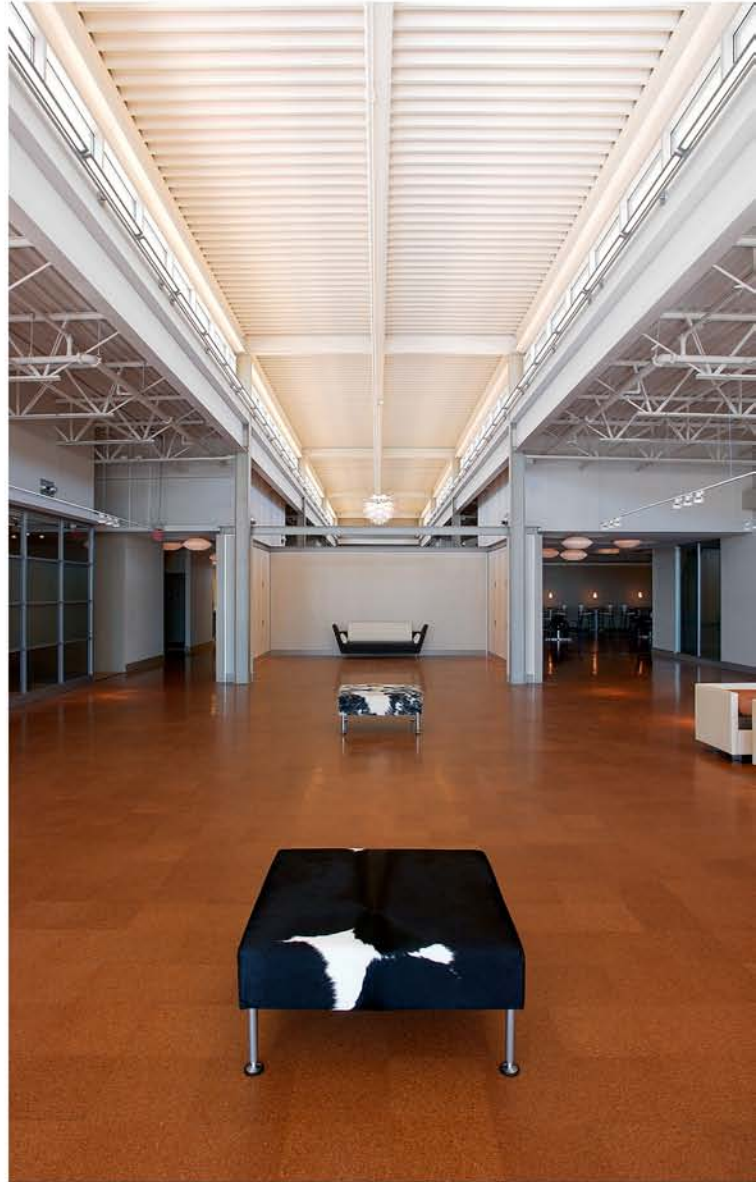
The strategic objective was to create a functional space where people could comfortably come together to exchange ideas and knowledge.



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