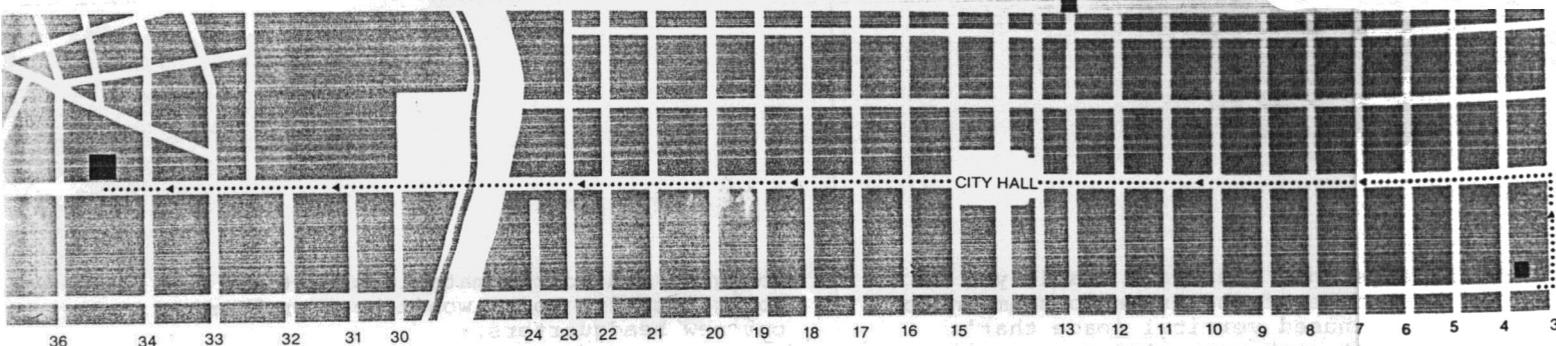


# The Cross-Town Express



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## ISI's New Corporate Headquarters Feature Latest in Office Design

When ISI changes the location of its headquarters in October, it will not only move into the most striking building in the Science Center; it will also take a giant step forward in time. It will step out of cramped and inefficient offices that were hardly adequate for the 1960s and '70s into facilities that will meet the needs of the 1980s and beyond.

Our offices will contain the best facilities and equipment on the market. They will have been custom-designed to satisfy our requirement for work-spaces that are pleasant and comfortable, as well as efficient. The new building has also been designed to give ISI the "breathing room" it needs to grow and to change internal working relationships with a minimum of down-time. This design concept is called "Open Planning".

### A Unique Office Design

For a long time, space-planners believed that the best way to arrange an office was to place row after row of desks into a large, open area. Many times, these "bull-pens" would be surrounded by managers' offices that blocked out daylight. There are still quite a few bull-pens around. They're not very popular, and not very efficient, either.

About 20 years ago, a new way to design offices evolved that was called "landscaping". Landscaping gets rid of both the bull-pens and the office walls that surround them. In landscaping, no one has a private place he can call his own. There are no enclosures of any type around anyone's desk. There are absolutely no individual offices, no matter what a person's status may be in an organization. The key feature of this type of arrangement is the

use of a few large plants and free-standing partitions, strategically placed to make the whole work area look good when viewed as an entity. That's why it's called "landscaping".

A landscaped office may look nice, but the problems resulting from the lack of privacy have caused most such arrangements to be modified by users. The modifications look more like the old bull-pens than anything else. Moreover, landscaping continues to use the traditional type of office furniture -- the kind that encourages you to spread out and store your work horizontally, while all the vertical space is wasted.

Open planning, as it is used at our new headquarters, has its roots in landscaping, but offers vast improvements. For one thing, every work station will incorporate privacy partitions. Some will be higher than others, but no partition will reach from the floor to the ceiling. All partitions - even those that form offices - will be free-standing so they can be moved easily.

As a result, departments can be re-arranged overnight to permit new working relationships. There will be none of the noise, dust and lengthy inconvenience that we've had to endure in the past, when solid walls had to be knocked down "here" and built up "there". And because the partitions won't extend all the way up to the ceiling, the cooling and heating systems will do their jobs properly, unhampered by solid walls built where walls were never meant to be.

Another advantage of the ISI open plan is its use of vertical space. Traditional

office furniture and arrangements encourage people to spread out their work and reference materials on a horizontal plane. That's why many of us cover our desks plus an adjoining table with piles of work... and we still don't have enough room. Our open plan will provide the equipment and

continued

the arrangements that will enable you to take advantage of the tremendous amount of currently unused vertical space that's available at each work station.

## Room to Move Around

Storage cabinets, shelves, and various work surfaces will be suspended from your partitions at different heights. Open planning will let you put a lot more stuff in an area of a given size than other types of office arrangement. The illustrations below underscore this point:



Conventional furniture wastes space.



Our open plan system makes full use of vertical space.

Thanks to the highly-efficient use of vertical space, everyone will have plenty of room. Nobody will have less than 48 square feet of space to call his or her own. All offices and work areas will have more space than is called for by any accepted design standard. What's more, aisles that are at least 5 to 8 feet wide will make the work areas appear even roomier.

The absence of doors will also enhance the feeling of spaciousness. None of the offices or work areas will have doors; there are only 16 of them in the entire building. No need to worry about protecting confidential material, however; locking desks and drawers will be provided whenever they're needed for business requirements. And every work station will have at least one deep, locking drawer to store personal belongings.

## A Quiet Place to Work

Noise has been found to be the greatest source of stress in an office. That type of "pollution" is of special concern in open plan offices. Thanks to the way it was

designed and to the materials that are going into it, noise won't be a problem at our new headquarters.

The building's square construction will keep sounds from bouncing from one wall to another. An unbroken blanket of thick insulation covers the high ceiling; noise that reaches it will be soaked up on the spot. Partitions are constructed and arranged to be sound-absorbing. The wall-to-wall carpet has been picked for its sound-absorbing qualities, as well as for its good looks. There is even an unobtrusive, electronic "conversation masking" system on each floor.

This combination of design and materials means you'll be able to concentrate on your work without noise distractions. In addition, someone would just about have to lean over your shoulder to comprehend any of your private conversations.

## Nothing but the Best

ISI's open plan design is so new that there's nothing else like it in our region, even though other companies in Philadelphia have used the general concept in their offices. This unique approach to our new building is the result of ISI's commitment to make its new headquarters as pleasant and fatigue-free a place in which to work as possible. This commitment has been borne out by its investment of almost three-quarters of a million dollars in new equipment.

Except for our paste-up and light tables, every piece of furniture at ISI's new headquarters will be new and the best of its kind on the market. Your chair, for example, has been scientifically designed to support the lumbar region of your back and to reduce fatigue. You may be tempted to take it home after hours.

## Visits Planned

You'll have a chance to see what we've been describing some time before the actual move takes place. Between now and the end of October, you'll be invited to the new headquarters to see the actual area assigned to you. At that time, you'll be able to ask any questions you may have about the open plan.