

# Success Story

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## RAWLINGS

St. Louis, MO / 37,000 sq. ft.

## BRANDS INCLUDED

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Kimball  
National  
Etc.  
David Edward





As one of the most recognizable brand names in baseball and softball, Rawlings is well known for their fine quality sporting goods equipment used by some of the world’s greatest players and young rising stars. When relocating their headquarters to Maryland Heights, Missouri, a suburb of St. Louis, the company sought to create more than just an office space. Instead, the new Rawlings headquarters would become a full corporate campus, offering 37,000 sq. ft. of collaborative workspace and a 14,000 sq. ft. unique retail experience that would immerse fans and athletes alike in the iconic brand.

Partnering with Oculus Inc., a St. Louis-based design firm, and Working Spaces, a Kimball International Select Dealer, for the headquarters’ workplace design, Rawlings wanted to create an environment that centered around collaboration, improved employee experience, and flexibility for future company growth. The new campus would support a hybrid work schedule and include a variety of touchdown spaces designed to encourage employee interaction. To highlight the company’s history and pay homage to the Rawlings brand, the design concept embodied the game of baseball and softball using intentionally selected textures, colors, patterns, and graphics.

Rawlings hoped to complete the project using one major furniture manufacturer throughout, ensuring trust in the partnership and quality in chosen products. Kimball International was selected as the primary manufacturer due to a longstanding working relationship with Oculus Inc. and Working Spaces. Kimball International also provided seamless compatibility with their design intent and custom capabilities to get just the right “baseball feel and finish”.

The final workspace includes a mix of private offices, workstations, focus booths, huddle spaces, and conference rooms. Employees also get to enjoy a spacious café area and several coffee bars throughout the campus. The stunning new headquarters connects to “The Rawlings Experience”, an immersive and memorable retail destination where visitors can swing the latest Rawlings bats, design their own custom glove, or explore priceless artifacts highlighting the game’s greatest moments and careers. Combined, the campus is truly an avid baseball or softball fan’s dream job.

PRODUCTS SHOWN

Fringe® Seating / Grin® Stools / Dock® Tables







PRODUCTS SHOWN

Eklund® Seating / Frill™ Table / Toss™ Pillows



PRODUCTS SHOWN

Karid® Task Seating / Dock® Tables



“Kimball International was a great fit for the new Rawlings Headquarters and was able to provide a full furniture solution. We were able to customize unique end panels on the workstations to represent the project’s baseball theme which really made the project extra special.” - Diane Lantz, Senior Workplace Consultant at Working Spaces



PRODUCTS SHOWN

Joelle™ Seating / Tolliver™ Seating / Collette® Lounge / Taron™ Tables / Narrate® Systems (By Design)



PRODUCTS SHOWN

Tucker™ Seating / Joelle™ Seating / Dock® Table / Xsede® Height Adjust / Priority® Storage



Success Story Product Listing

Kimball

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Dock®  
Joelle™  
Narrate®  
Priority®  
Tucker™  
Xsede®

NATIONAL

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Collette®  
Eklund®  
Fringe®  
Grin®  
Karid®

Etc.

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Taron™  
Tolliver™

DAVID EDWARD

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Frill™