

Instinct

by Nature's Variety

CLIENT STORY

Retail Product
St. Louis, MO



Strong office design can make employees up to 33% happier at work.¹

Businesses are expanding their overall understanding and investing in new space designs and amenities that can lead to reduced stress, higher collaboration and increased productivity.

When Instinct looked into redesigning their St. Louis office, they wanted the space to reflect the company's fun, animal-centered personality. Their original office featured six sections of closed office spaces and desks arranged in a cube, but the team wanted a more open floorplan that allowed for meetings, collaboration, and a collection of ways to sit and work throughout the day. This plan became even more difficult because Instinct needed to fit these changes into their already-occupied floor plan.



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LAWRENCE GROUP
A&D Firm



The best solution was to approach space differently at individual workstations through a more open-concept environment with modern and efficient options. As the office began to shift, it also began to embody the culture of the company.

According to the A&D firm, Lawrence Group, "As we created [an open office] space and moved employees out of private offices, you started to see a space that fit the Instinct culture. Their culture is much more about transparency and collaboration, and the previous workspace with tall workstations and closed-door offices did not support that. While they still required the need for a certain number [of] private offices, the new design right-sized the current offices and reduced the count, allowing for more access to natural light in the internal spaces."

The focus on natural light is also indicative of Instinct's larger purpose of promoting health and wellness—both for humans and their pets. Shannon Hawkins, Key Account Manager, stated, "This approach of starting with nutrition isn't just about the pet food, but that we all truly believe that we help pets and the people that care for them. Work itself isn't everything, and we can make it more enjoyable by doing things with purpose."

PROJECT DETAILS

Headquarters

St. Louis, MO
60,000 sq. ft.
55 Employees

Partnerships

MBI
Lawrence Group

To aid in this mission, Instinct chose a range of more traditional office furniture providing users with more workspace options depending on their habits and the tasks at hand. The furniture has allowed for customization by employees as well. Being a pet food company, four-legged friends are welcomed into the office setting. By integrating dog pens into the workstation clusters—a task made easier with height-adjustable desks—employees have freedom and are encouraged to bring their pets to work.

Since moving in, the advantages of the new design have completely changed the work experience for Instinct. “[The design] helps you make connections with people,” explained Shannon Hawkins, Key Account Manager for Instinct. “Meetings are more relaxed and not as stressful as they help set the tone. Knowing that you don’t have to stay at your specific desk and can move or go outside the office has been rewarding.”

PRODUCT SOLUTIONS

Seating

Acuity®, Clarity®, Lyric™, Parallel™,
Vicinity™

Workspaces

Approach™, Cadence®, Terrace®

Tables

Altitude®, Aware® Belong®,
Harvest™, Transfer™, Structure™,
Gunlocke Briefing™

Storage

Essentials™



¹ www.talent-works.com