

# Mercury Filmworks

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## CLIENT STORY

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Entertainment  
Ottawa, Canada



**When relocating to a new office space, 61% of employees agree that having more space to accomplish tasks is a primary benefit.<sup>1</sup>**

Office relocation tends to come with better spaces that meet employees needs thus, having an overall positive effect. Employees value having more comfortable and visually appealing spaces that allow them to choose where and how they want to work throughout the day.

For more than two decades, animation studio Mercury Filmworks has been at the forefront of creativity. But with their leadership as a creative studio, they soon needed to find a new space in which their workforce could grow and thrive. Bringing in design studio Parallel 45 to re-imagine their office as an ever-changing backdrop for their work, it became immediately clear that they would need to incorporate furniture and wall systems that could not only adapt to their daily needs, but be reused over time even if they moved locations again.

“The client was in a space that was way too small for them,” said Robin Peixoto, Principal of Parallel 45. “That prompted a move to a different location. When looking at the design, there was discussion about flexibility and how [Mercury Filmworks] could potentially change it over the years.”



In searching for the right products, Parallel 45 and Mercury Filmworks enlisted the help of furniture dealer NUA Office. Looking over the needs of the company, NUA was able to narrow down the options to a kit-of-parts that could be rearranged depending on the current and future needs.

"One of the key parts in the entire sequence of events was bringing [Mercury Filmworks' President and CEO Clint Eland] to the Chicago NeoCon showroom so they could immediately see the product in place and speak to some of the experts there," said Charlene McLaren, Business Development Manager at NUA Office who aided in the design.

"I think that was the major decision factor," agreed Peixoto. "Once they were there, it was full steam ahead because they saw the micro offices in the showroom. [Eland] felt that they would be more than sufficient for the majority of the standard offices around the floor plate." After seeing the products in action, the team opted for Allsteel's Beyond architectural product rather than investing in permanent walls for interior offices and meeting spaces. The choice of using Beyond Walls allows for the entire floor plate to change as needed, rather than trying to adapt furniture and spaces to preexisting confines. Within the first year of occupancy, Mercury Filmworks has already begun to rearrange the Beyond Walls system to make room for rapid growth.

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ROBIN PEIXOTO

PRINCIPAL,  
PARALLEL 45



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## PROJECT DETAILS

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### Headquarters

Ottawa, Canada  
42,000 sq. ft.  
115 Employees

### Partnerships

NUA Office, Inc.  
Parallel 45  
Cushman & Wakefield  
Bassi Construction

Throughout the office, a variety of kit-of-parts workspaces, independent breakout nooks, and collaborative spots deliver a backdrop to showcase Mercury Filmworks' creativity and art while providing employees with a range of areas to work.

"It's quite an open space," said Peixoto. "There are a lot of breakout areas for collaboration. Of course, there's a lot of time when everyone is heads-down doing their own work, but part of what makes them creative is having access to people and thoughts and discussions; so it was very important to have a lot of little pockets of space for people to collaborate."

These breakout spaces allow for a wide range of uses, from high-backed soft seating for independent use or small meetings to nooks with standing-height tables and whiteboards for brainstorming sessions. "They really wanted to foster a really creative and fun, open office," said Peixoto, "they didn't want to close off areas. Nobody feels isolated; they have access to everybody in and as part of the team."

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## PRODUCT SOLUTIONS

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### Seating

Acuity®

### Workspaces

Approach™, Stride™

### Storage

Align™, Radii™

### Architectural

Beyond®



<sup>1</sup> [www.clutch.co](http://www.clutch.co)