

# Visit Baltimore

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## CLIENT STORY

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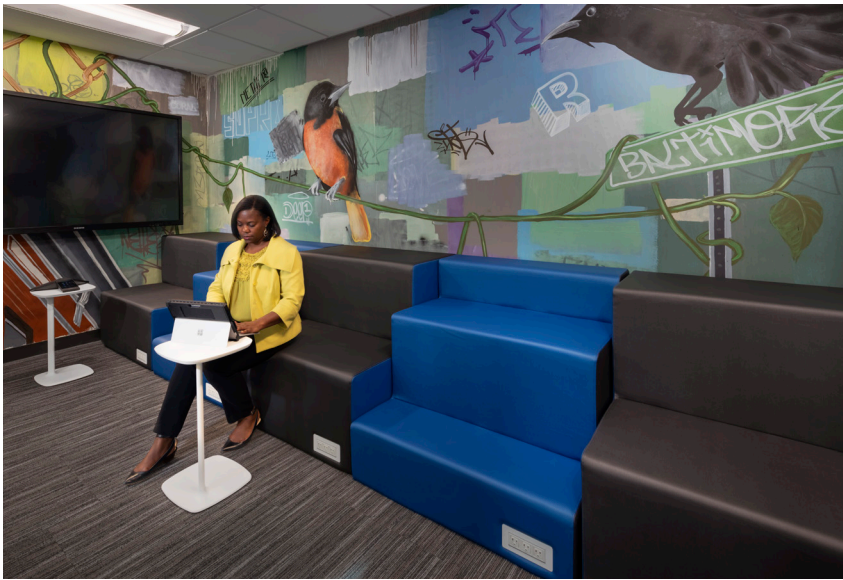
Non-Profit  
Baltimore, MD



**70% of employees agree that leadership is responsible for shifting culture and more time needs to be spent to develop the culture<sup>1</sup>**

Companies today understand that strong organizational culture can lead to higher retention and enhanced productivity. Many factors support culture changes, including how companies use their space to reflect the value of their employees.

While the heart of a city is usually a bustling center filled with its own flavor of architecture, personalities, and shops, it's the municipal centers that keep that heart beating; so when the Visit Baltimore center needed an update, employees jumped at the opportunity to reinvigorate the office and their mission as a whole. And with the arrival of their new CEO, the redesign gave Visit Baltimore the opportunity to shift the office culture.





*Generate economic benefits for Baltimore City through the attraction of convention, group and leisure visitors, and work to provide a positive experience for all guests*

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MISSION STATEMENT  
— VISIT BALTIMORE



To start, the organization's leadership took a look at the culture of Visit Baltimore. Focusing on the company's core values to empower collaboration, practice mindfulness, celebrate diversity, and exemplify adaptability, an employee survey was utilized to pinpoint the needs of staff that would help them to better fulfill their mission.

Immediately, several comments came to the forefront which directed the redesign: there was a need for a modern open-office environment that would allow for more collaboration and to stimulate out-of-the-box thinking, and a design that would be representative of the unique culture that is found in Baltimore.

In thinking about not only the current needs of the organization, but the future needs as well, Visit Baltimore embraced collaborative spaces where users can have meetings, work independently, or relax with their lunch rather than sitting at their desk. More than just tools to get the job done, furniture choices were made deliberately to allow for more spontaneous interactions, allowing the team to get to know one another and the work their colleagues are invested in. Lounge spaces were re-imagined as hubs for both work and play, which has caused people to engage more often.

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PROJECT DETAILS

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**Headquarters**

Baltimore, MD  
16,000 sq. ft.  
70 Employees

**Partnerships**

Douron, Inc.  
The Verve Partnership

By placing soft furniture around the perimeter of the office near windows and creating an outdoor lounge spot, meetings with colleagues and visitors take place overlooking the Baltimore skyline, making the city itself the office backdrop. Within the interior of the office space, powered Rise units line Baltimore-centric murals give employees a spot for touch-down work or quick meetings as needed without having to move when their computer battery gets low. As for employee workspaces, height-adjustable desks provide motivation to get up and move as necessary.

What's more: despite embracing a company culture that allows for more flexibility in office hours and where work is done—whether in the center, a local coffee shop, or at home—the organization has seen a higher number of employees physically present in the space now more than ever.

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PRODUCT SOLUTIONS

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**Seating**

Evo™, Involve®, Rise™, Seek®

**Workspaces**

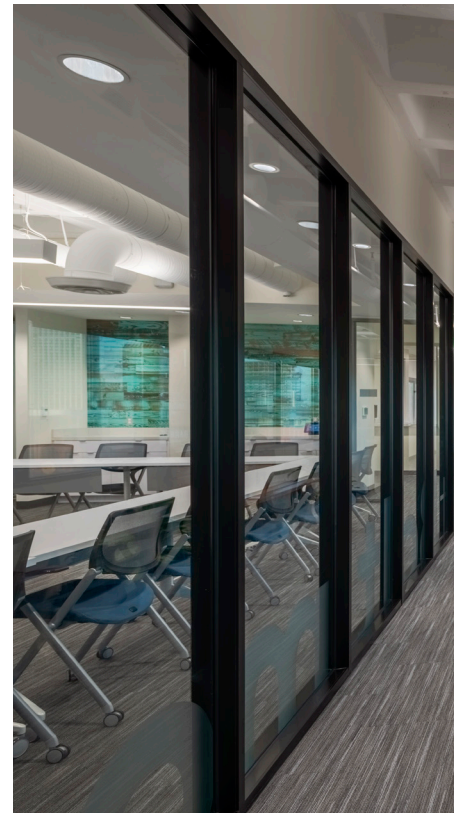
Approach™, Stride®, Terrace®

**Tables**

Altitude®, Aware®

**Storage**

Align™, Essentials™,  
Involve®



<sup>1</sup> [www.forbes.com](http://www.forbes.com)