



BEFORE AFTER

Indoor Redo for Outdoor Party Event Planners

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Functional but not Fun



Fantastic Flower & Fauna



I was approached by the management of a company in Israel, that plans, designs and runs events and receptions, in a beautiful, outdoor garden setting.

They felt a need to redesign their office in a way that would reflect the company's values, culture and vision. Already a well-established company with a waiting list for bookings.... management felt there was something missing that would help the company's future growth and inspire the well being of the employees.

The company's motto was that each event, should be looked upon as if it were their first and only event and that - every couple is having the wedding of the century. The company's workplace however, said just the opposite. The offices and the conference room looked tired and old-fashioned, crowded and chaotic. The manager's office was full of inventory, cartons of beverages stored in anticipation of an coming event and there were stacks of posters, waiting to be hung. The physical environment most definitely needed improvement and change.

The psychological environment showed a similar picture. The team of employees had worked there for 7 years and though supportive and efficient, they were tired and uninspired. During individual meetings with key members of the company, I got to know each member of the team.

I was confronted with a group of people who were talented, creative, with a strong desire to give, to be an integral part of the company, to develop both their work activities and themselves, and at the same time, expressed a feeling of being wrung out and exhausted.

Within their "box", each of them had done their best, but they felt blocked. There was nowhere to advance to. There was a bitter taste of frustration, lack of renewal, missed ideas that never came to fruition, overload, and a lack of distribution of authority and responsibility. It was surprising to discover that, despite this, every one of the team members displayed strong motivation, responsibility and deep regard toward the company. They simply felt tired and worn out.

We held a workshop that defined the company's values and vision for us, then we made design decisions based on the needs of the workspace. The atmosphere needed to support and impart the company reputation to the customers, and no less important – to the employees themselves.



Office -Before

An examination of the physical space showed that it neither felt like a natural space nor did it reflect the novel approach of the company – that each event is a unique one-of-a-kind. The workplace looked more like a storage space and did not inspire a feeling of belonging amongst the workers. It tended more to invite neglect and disregard from its workers. As for the clients, the space conveyed neither hospitality nor intimacy. The reception area looked more like a student dormitory than the offices of a well catered, exquisite outdoor event planning facility.



Office -After

The concept that inspired the design framework was that - closing a deal for an event, should be seen as part of the hospitality experience. Team members should receive their clients as their guests, who've come to share with them, their dreams and wishes regarding the most important day of their lives.

Previously, interested clients used to meet with a salesperson in unattractive surroundings at an uninspiring office desk. Now deals are struck at an intimate and informal, table and chair seating arrangement that is relaxing and comfortable.

In the back yard, we created a wooden deck with serene seating corners so deals could be closed in fair weather, during spring days or mild evenings thereby echoing the outdoor state and ambiance of the upcoming event.

The idea behind the design of this kind of workspace is to build a natural work environment, through which you create a bond between the worker and the organization, a feeling of belonging, loyalty, pleasure in one's work, and ultimately improved performance and interrelationships.

And of course, this kind of design contributes greatly to the brand value, differentiation and competitiveness in its field. One can clearly see how, with the aid of correct use of design and implementation of the principles of feng shui, company and HR managers can leverage the entire organization, both internally – improving worker motivation and cooperation, and externally – creating company branding and differentiation, to bring the organization to a place of true, fruitful growth.

