

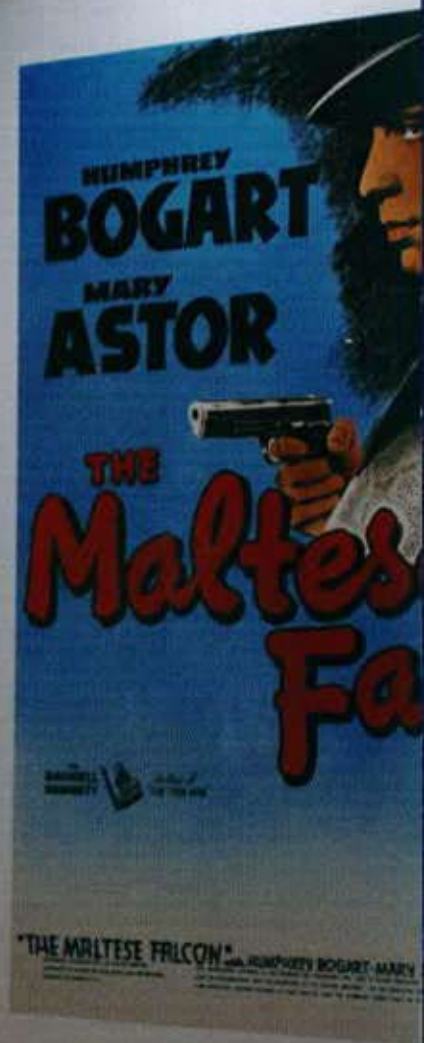
DESIGN sense

Rogers Video - Hot New Release
Wireless Wave - AC/DC meets AC Cobra
BC Gas - Warming up to a hot work space

SSDC

Seeton Shinkewski
Design Group Ltd.

VANCOUVER



ENTER
TO WIN A
PALM PILOT

details at www.ssdg.com

ISSUE 2



WHAT WE DO

Project Management – providing a single point of responsibility to ensure your project goals are met.

Strategic Facilities Planning – integrating business goals with facility requirements.

Space Planning – Evaluating your current vs. new location with various space planning options ensures the fit of all elements of your business.

Concept Development – Updating your company image will create a solid presence in your marketplace.

Furniture Standards – Developing standards to manage your present and future furniture needs.

Facilities Management – helping you manage your facilities on a day to day basis.

Move Coordination – Organizing and coordinating all stages of the move minimizes downtime and maximizes profit.

WORKPLACE

Restaurants

MEDICAL & DENTAL

FINANCIAL INSTITUTIONS

Retail

Hi-Tech

GOVERNMENT FACILITIES

BIO TECH

Call Centres

Spas



This leading national communications retailer is a moving target for it's competitors. Our design team has worked with this client since it's inception, developing a market-led look and brand for it's new stores. This project typifies the application of the standard concept developed for the client and is one of over 50 installations led by this design team.

Each location serves as a sales environment for the latest technology in cell phones, pda's and accessories.

As the market for cell phone stores has expanded to nearly all demographics, the look of the store must hold a wide appeal. An AC Cobra car front at the store entrance is a trademark tool that creates an instant brand identification, and draws shoppers in. A "road" underneath the car is created from rubber flooring, and leads customers back to the sales counter.



Client: WirelessWave
Location(s): Over 50 stores across Canada
Square Footage: Varies by location
SSDG Scope of Services: Concept development, merchandising, planning, construction drawings, contract documentation, signage and tenant coordinator liason.



"Our more than 50 mall stores, opened in just five years, provide customers with our wireless knowledge and multi-brand cellular carrier choice in an inviting shopping environment. SSDG and their talented designer Beth Inglis worked with us to create a signature look with a unique shopping experience in mind. Customers continually comment on the design elements and the fun experience they enjoy when visiting our WirelessWave stores".

*-Thomas Skidmore,
President & CEO*

Talkin' bout my generation



The convergence of four different generations in the

workplace and retail economy is drawing a great deal of attention. Although Generation X and Baby Boomers are the most common references, it is important to consider all four groups when developing business strategies. Understanding their values, influencers and motivators enables companies to best utilize the resources available and effectively tap into target markets.

In each issue of DesignSense we will discuss various aspects of generational differences that we have uncovered through our research.

PSA
CONSTRUCTION

The contractors for Roger's Video offices

'We make it happen'

general contracting • project management • interior specialists

corporate offices
retail spaces
medical offices
financial institutions
restaurants

Tel. 604.540.2313 • Fax. 604.540.2314

Boomers and GenXers represent the majority of the workforce today. Boomers have and will continue to be the dominant generation in the workplace until around 2010, at which time the GenXers take the lead.

Something interesting we discovered, is that Generation X will only dominate the workforce for about 5 years before the Nexters surpass them as the dominate group in the workforce.

Another interesting distinction about the GenXers is that their careers could be marked by the period with the highest labour shortage we'll experience in our lifetime. We will rely on the Nexters to reverse the labour shortage. Providing motivation, and access to education for this young group of people is critical to ensure they are educated and trained to take on the responsibilities that will be required of them.

Corporations can make a difference by introducing mentoring programs combined with an emphasis on educational incentives for the Nexters. These programs need to start now, before the boomers have left the workforce and the labour shortage is in full swing.

With employers competing for employees, recruitment and retention strategies, and creating a corporate culture that values employees will be key business strategies. John Izzo, a well-known author and workplace consultant believes, "An engaged, vital, committed work force is one of the keys to competitive edge in the new century." Workers will look for companies with values aligned to their own. He suggests that there are four values most important to workers today: partnership, balance, synergy, and community. Check out John's website for more about shifting values in the workplace.

www.izzoconsulting.com

VETERANS
AGE
60 - 90

BOOMERS
AGE
40 - 59

GEN X
AGE
20 - 39

NEXTERS
AGE
1 - 19

This leading national communications retailer is a moving target for it's competitors. Our design team has worked with this client since it's inception, developing a market-led look and brand for it's new stores. This project typifies the application of the standard concept developed for the client and is one of over 50 installations led by this design team.

Each location serves as a sales environment for the latest technology in cell phones, pda's and accessories.

As the market for cell phone stores has expanded to nearly all demographics, the look of the store must hold a wide appeal. An AC Cobra car front at the store entrance is a trademark tool that creates an instant brand identification, and draws shoppers in. A "road" underneath the car is created from rubber flooring, and leads customers back to the sales counter.



Client: WirelessWave
Location(s): Over 50 stores across Canada
Square Footage: Varies by location
SSDG Scope of Services: Concept development, merchandising, planning, construction drawings, contract documentation, signage and tenant coordinator liason.



"Our more than 50 mall stores, opened in just five years, provide customers with our wireless knowledge and multi-brand cellular carrier choice in an inviting shopping environment. SSDG and their talented designer Beth Inglis worked with us to create a signature look with a unique shopping experience in mind. Customers continually comment on the design elements and the fun experience they enjoy when visiting our WirelessWave stores".

*-Thomas Skidmore,
President & CEO*



BC Gas had outgrown their existing facilities throughout the lower mainland and the Fraser Valley. To align with their new corporate strategy, they saw the need to develop a flexible work environment, to allow for increased communication and interaction among staff.

The new four storey office building of 170,000 sq feet, which includes 700 staff, is a highly efficient work place offering comfort, control and flexibility for the users.



The space was designed like a city setting, with the Operations Centre being designed like its own community. 'Main Street' is the main circulation through the large floorplate and is identified with exterior treatments such as street signs, street-lights and wood canopy ceilings.

The streetsigns guide the user through to the gathering spaces or meeting areas and to the 'neighbourhoods' or individual workspaces. 'Green' materials were used throughout to contribute to the environmental project goals.

Client: BC Gas Operations Centre
 Location: Surrey, BC
 Square Footage: 170,000
 SSDG Scope of Services: Program of requirements, design development, construction drawings, new furniture standards, furniture re-use program, logistics coordination, contract administration.



Photography by Nic Lehoux

GREEN CORNER

Cradle to Cradle Carpets by Shaw SIC

Shaw has redefined the carpet industry

time and again, always with lasting results. When the carpet tile industry discovered the benefits of being 'green' in 1994, Shaw was already recovering over 100 million pounds of industrial waste through the internal collection of 60 different materials each year. We've continued the practice since the mid-1980's because recycling reduces cost and makes sense.

The concept of sustainable products is not a new idea at Shaw. But we weren't ready in 1994 to join the rush to over-promise and under-deliver*, a dilemma the carpet tile industry now faces. Sustainability became a race to reduce waste, yarn weights, resource use, and emissions. We continued to do all of that, but realized that maximizing conservation without a commitment to re-design ourselves was simply a conservation exercise of doing less bad.

At Shaw, sustainability means a short-term and a multi-generational commitment to redesign our products, our processes and our corporation. Carpet tile was where we started. We don't intend to end there. We've adopted the McDonough Braungart model of Cradle To Cradle. It's a declaration that doing "less bad" is not necessarily doing good.

We introduced our polyolefin thermoplastic alternative to PVC backing, EcoWorx, (in 1999 and quietly won a Best of Neocon Award for Innovation.

We continued to work and wait, establishing the infrastructure to recover the material at the end of its useful life, developing a process to separate face and backing, and facilitating the return of nylon 6 yarn to nylon 6 yarn production and EcoWorx backing to EcoWorx backing production.

By year-end 2002 we reached the milestone of EcoWorx backing displacing over 50% of our PVC business and accounting for almost all of our annual double digit carpet tile sales growth. If you don't know about Shaw's environmental leadership it's because we under-promised and over-delivered. We created a carpet tile with no increase in price, no loss of performance, and no limitation to choice at 40% less weight with 100% sustainable recycling.

You'll hear a lot about Shaw, EcoSolution Q (yarn, and EcoWorx) backing in 2003. We've waited long enough. The work is done. The solution is in place. Our challenge is simple "top that" is because we intend to.

**Experience has taught us that our customers prefer product solutions with real value instead of eighth years of charts and graphs that can't be successfully installed and used for carpet floorcovering. We don't make floorcovering from paper and promises.*

- Steve Bradfield,
 Vice President of Environmental Development
 Ph: 706-275-3269
 Shaw Industries, Inc., PO Drawer 2128, Dalton, GA, 30722



FM Corner

by Marie Schnieder
 SSDG FM Services



Whatever happened to the promise of the paperless office? With the daily influx of material from email, photocopier and printers, you probably have more files than you know what to do with. You need a records retention policy to manage your important company documentation.

The first step to organizing all that information is to establish a classification scheme. It can be something as simple as an alphabetical index of all files by subject, by client

or by project. Keep the list online for quick and easy updates. Make sure everyone who accesses your files understands the classification scheme and is consistent in adding new files.

Next develop a retention schedule. Determine how long you need to keep files open and active and close at hand to your workspace. Use tax planning guidelines for the retention of financial papers.

As a project finishes or a budget year comes to a close, consider closing the files and sending them to offsite storage, freeing up valuable space in your immediate work area. The offsite location could be a secure storage room rented in your office building or the warehouse of specialists like Iron Mountain or Butler. The cost of this storage is significantly less than the amount of money you pay in rent for office space. Transfer your files to specialized file storage boxes. Don't just use spare cardboard boxes left over from deliveries. The boxes need to be a standard size for most efficient storage and handles and a lid make them easy to retrieve. Make a detailed list of the files in each box. Use your classification system as your guideline and add extra notes so that in a year's time you'll remember what "The Odessa Project" was.



In The Tenant's Corner

by Gordon M. Scrapper
Scrapper Corporate
Real Estate Services



The Landlord

20 Years ago, I represented landlords' in office lease negotiations. When asked what the key negotiation issue was, the response was simple - the rental rate.

The value of a landlord's building and its financing are driven by the base rent. So from the landlord's perspective, establishing the highest possible rent was the priority. That is why a real estate broker's payment was commission-based - to ensure the agent was motivated to achieve the landlord's goal.

20 Years later, the landlord's key negotiation issue remains the same - the rental rate.

The Tenant

Over the past 12 years, I have specialized in representing tenants only in lease negotiations opposite landlords and their brokers. And just as each client has different needs, each building offers different options. If a tenant focuses solely on the rental rate, or square footage leased, they are potentially making a costly mistake. Why? Because no two buildings are created equal.

A building that offers a lower net rent may seem prudent initially, but if the mechanical system puts employees to sleep after lunch, what is the ultimate cost?

Likewise, using square footage as a basis of comparison can be misleading. The design of one building may enable 100 employees to fit into 10,000 square feet Whereas 10,000 square feet in another building may accommodate only 80 staff. Given the same rental rate, which is the better deal? Although the point seems obvious, I am always surprised how often it is overlooked.

Collaboration Pays Off

In the next issue I will illustrate how a collaborative approach and astute decision-making can really pay off. While Rogers Cable and Rogers AT&T Wireless requirements exceeded 120,000 square feet, the same cost saving approach can be employed by smaller tenants. In this case, lease negotiating efforts were integrated with the client's corporate facility management group, the SSDG design team, consulting engineers, and Rogers' Toronto head office.

Gord co-founded the first pure Tenant Representation firm in Vancouver in 1990. After merging that firm with a national organization, he returned to operating independently, representing tenants only, since 1998. He has acted as the leasing department for companies involved in a variety of industries including high-tech, bio-tech, crown corporations., legal profession, and human resources.

Suite 408, BC Gas Centre
1111 West Georgia St.
Vancouver, B.C. V6E 4M3
gmscraper@shaw.ca
Phone: (604) 696-6100
Fax: (604) 925-8467

NEXT ISSUE

Our award-winning projects - Eveline Charles Salons & Spas - Infuze Tea House - St. George's Junior Boy's School
For more information on SSDG and its design services or advertising in the next issue please contact
Keath Seeton @ 604-685-4301

visit www.ssdg.com for complete contest details.



Seeton Shinkewski
Design Group Ltd.

VANCOUVER
200 - 815 W. Hastings St.
Vancouver, BC V6C 1B4