

# DESIGN sense

BUSINESS OBJECTS  
SEYMOUR MEDICAL CLINIC  
PCL

ISSUE 6

**SSDG Celebrating 25 Years**

**SSDG**  
Seeton Shinkewski  
Design Group Ltd.



Seeton Shinkewski  
Design Group Ltd.



CONGRATULATIONS  
JULIE CAMPBELL  
SSDG'S NEW ASSOCIATE

**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.

WHAT WE DO

WORKPLACE

RESTAURANTS

MEDICAL & DENTAL

RETAIL

CORPORATE

INSTITUTIONAL

CALL CENTRE

HOTELS

SPAS





PCL Constructors  
Suite 310 - 13911 Wireless Way  
Richmond, BC

SSDG Services:

Programming  
Design Concept  
Design Development  
Contract Documents  
Contract Administration  
Furniture Coordination  
Project Management  
Construction Drawings  
Artwork

Square Footage: 22,500



**CONSTRUCTION LEADERS**

PCL Constructors Westcoast Inc.  
Suite 310 - 13911 Wireless Way, Richmond, BC V6V 3B9  
Phone: (604) 241-5200 Fax: (604) 241-5301  
[www.pcl.com](http://www.pcl.com)





Thank you  
PCL & SSDG  
for your support!



M.I.M. Sales Inc.  
604-681-6788 and  
[www.humanscale.com](http://www.humanscale.com).



"SSDG provided a distinctive design that is professional and highly functional with a level of finish that is both spectacular and non-pretentious. Our success is defined by the strength of our employees and our new workspace has added to staff morale and improved productivity."

Shelley Neil  
Manager, Special Projects  
PCL Constructors Westcoast Inc.



**Business Objects**  
910 Mainland St.,  
Vancouver, BC

**SSDG Services:**

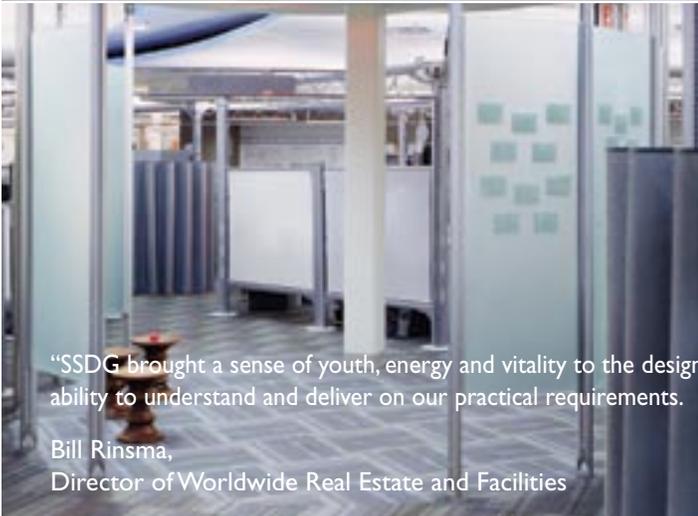
Programming  
Design Concept  
Design Development  
Contract Documents  
Contract Administration  
Furniture Coordination  
Project Management  
Construction Drawings  
Move Coordination

Square Footage: 46,000

**WINNER**

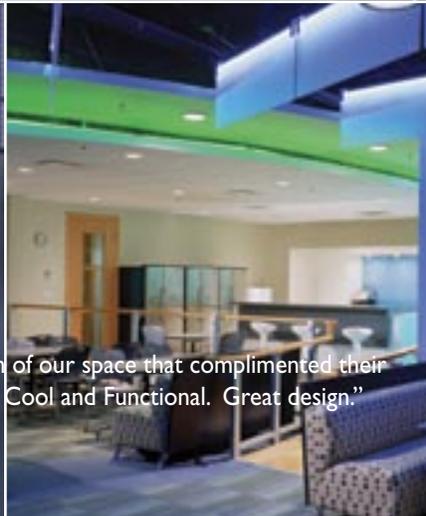
"BEST OF SHOW" AND  
"AWARD OF EXCELLENCE - GOLD"

**AT THE INTERIOR DESIGN INSTITUTE OF BC AWARDS**



"SSDG brought a sense of youth, energy and vitality to the design of our space that complimented their ability to understand and deliver on our practical requirements. Cool and Functional. Great design."

Bill Rinsma,  
Director of Worldwide Real Estate and Facilities



**Halse-Martin Constuction**

General Contractor for  
Business Objects

Congratulations to SSDG  
on their successful project



**HALSE • MARTIN CONSTRUCTION**



## PLANNING INFLUENCES

by Susan Steeves,  
Partner SSDG

### SSDG Top 10 Influences in Planning

1. Create Feeling of Diversity in Floor Plans
2. Plan Open Communities Rather Than Pigeon Holes
3. Create a Comfortable, Relaxing Workplace
4. Allow Users to Customize and Control Their Own Environment
5. Use Materials in Unconventional Ways
6. Create Areas Where Staff Can Choose to Work or Relax in a Comfortable Environment
7. Create Flexibility in Furnishings
8. Provide "Wow"
9. Be Sustainable
10. Create an Education Centre

#### Create Feeling of Diversity in Floor Plans

- To reflect the acceptance of diversity in the workplace
- Contrasting forms – rectilinear and organic
- Circular planning to promote interaction – like the Italian Piazza

#### Plan Open Communities Rather Than Pigeon Holes

- Design open environments with flexible enclosures and partial divisions
- Create opportunities for team interaction by using open, informal conference/breakout areas in same vicinity as workstations
- Do not isolate the manager, they should be part of the team

#### Create a Comfortable, Relaxing Workplace

- Prove who you are by what you do, not what you look like – that applies to companies as well. Design for comfort and employee satisfaction not to impress your clients and investors
- Lines between work and home are blurred
- Take cues from contemporary residential designs, colours & patterns
- Choose less formal furniture and materials, avoid controlled arrangements, and plan for variations in lighting levels.

#### Allow Users to Customize and Control Their Own Environment

- Options, options, options
- Mini shelves to add pictures from home
- Acrylic name holders – let employees customize their own name sign
- Task lighting with halogen or incandescent lamps with dimmers
- Accommodate microenvironments: plan for adjustable ventilation/ac/heating controls

#### Use Materials in Unconventional Ways

- Use the element of surprise
- Be innovative: drapes for walls, glass for floors, acrylic for ceilings, projectors for signage.

See next issue for  
Planning Influences # 6 - 10



## Shaw Contract®

Meryl Dyson,  
Territory Manager  
Shaw Contract

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**Seymour Medical Clinic**  
1530 West 7th Ave.,  
Vancouver, B.C.

**SSDG Services:**

Programming  
Design Concept  
Design Development  
Furniture Coordination  
Contact Administration  
Construction Drawings  
Feasibility Study

Square Footage: 10,000

*"In 2003 we approached Keith Seeton to update the aging interior of our medical clinic. The clinic designed in 1970 was in a poor state. With a few meetings and our suggestion of a west coast 'Asian' interior design, Keith and his team delivered a fabulous project. Our staff, patients and general public were amazed with the transformation to a Zen-like atmosphere."*

Dr. Peter House – Seymour Medical Clinic

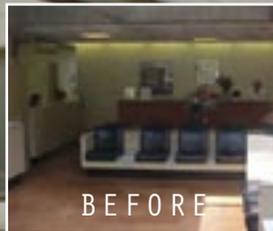
**PSA**  
CONSTRUCTION

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Tel. 604.540.2313 + Fax. 604.540.2314



# INTEGRATE

*The Green Corner*

By Ron Friesen

Much progress has been made towards protection of the natural environment in our industry. We are concerned about two environments – natural (outside) and workspace (inside) – and they are clearly tied to one another.

In 2005 more progressive companies are discovering opportunities by moving beyond LEED™, Green Guard™ and other accepted environmental initiatives. For environmentally sustainable solutions to be embraced they must be driven by economic considerations. So, how does the bottom line relate to the environment?

Doug Walden, VP Sales & Marketing at Brooks Corning Co. in Vancouver tells me his company sees three aspects of interior workspace design where clients can simultaneously reduce environmental impact, save costs and improve workspace function and presentation. Adaptability. Flexibility. Sustainability.

“We believe integrated design solutions are the answer.” Walden said. “There are tremendous benefits to the bottom line and to the natural environment when a workspace is architecturally and functionally integrated. True integration means single source, and involves eight product groups – moveable walls, raised access flooring, cabling, lighting, workspace systems, case goods, storage and seating elements.”

Moveable and reusable wall systems result in significantly reduced down time, churn and landfill waste when reconfiguring. Raised access flooring systems allow easy and flexible cable and duct rerouting while allowing for more efficient heating and cooling. Cabling should lend itself to rerouting and have easy tie-ins to workstations and equipment that may be reconfigured or changed-out without the expense, and without more greenhouse gas emissions associated with multiple visits by outside contractors.

Today an organization’s commitment to environmental sustainability is as important to their identity as is their design style. Neither should compromise the other. Both are an integral component of corporate image and identity.

When we think about it, an integrated solution is a holistic approach to value. All of the elements are designed in concert from one source, like those from the HAWORTH group of companies. Everything integrates seamlessly “from the ground up”...so to speak.

According to Walden “Brooks Corning is seeing tremendous response from our sales efforts, especially over the past year. We are growing. The idea of an integrated solution, a solution that sustains the environment while having a positive impact on the bottom line, business gets it.”

## NEXT ISSUE

Brooks Corning  
Café Sette  
PSA



For more information on SSDG and its design services, or to advertise in the next issue, please contact Keath Seeton @ 604-685-4301

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PLEASE  
CIRCULATE

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- .....
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# SSDG

Ltd

Seeton Shinkewski  
Design Group Ltd.