

HAWORTH

Informed Space Design

April 2017

Case Study
Ash Brokerage

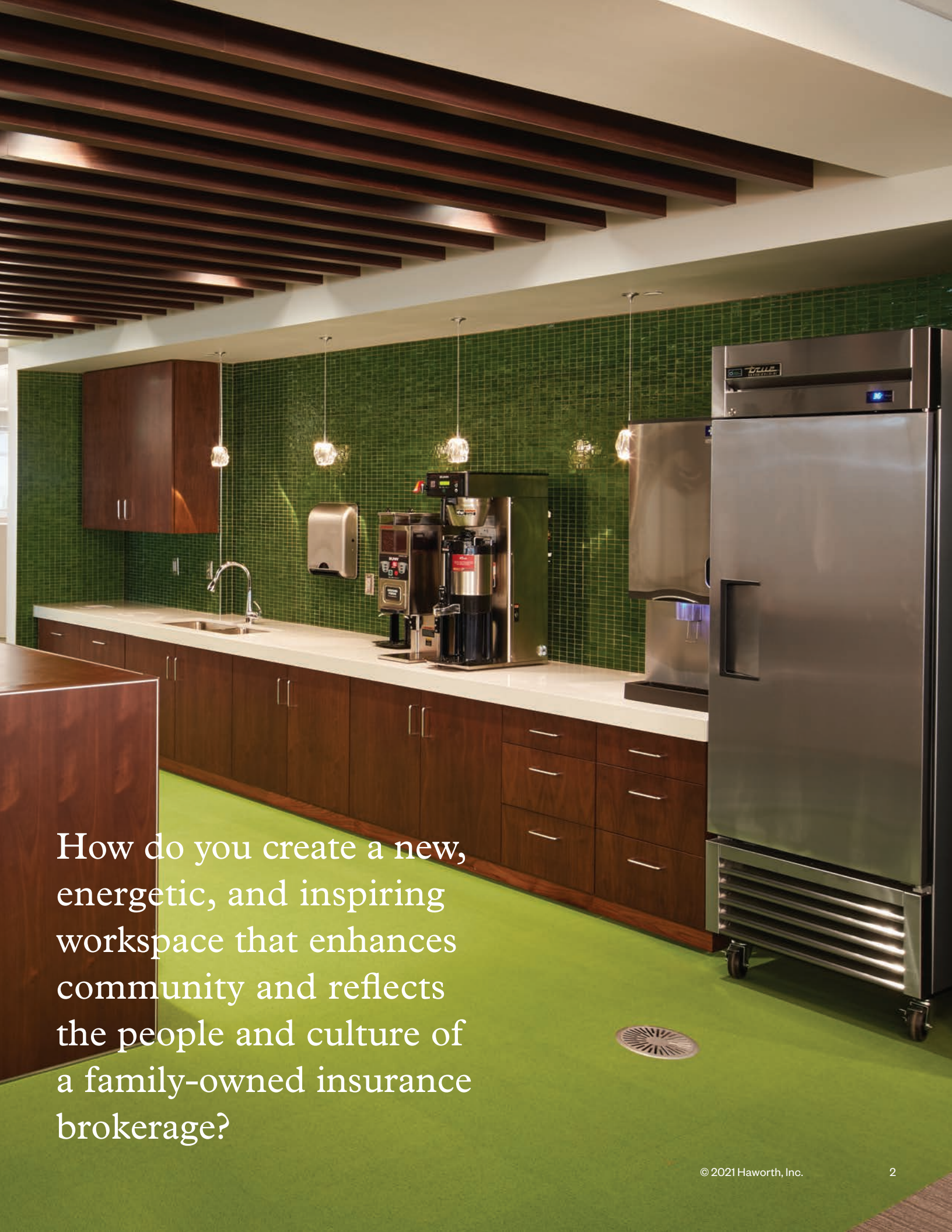
Location
Fort Wayne, Indiana

Project Type
Headquarters Design

Architecture Firm
MSKTD & Associates, Inc.

Dealer Partner
Interphase Interiors





How do you create a new, energetic, and inspiring workspace that enhances community and reflects the people and culture of a family-owned insurance brokerage?

Overview

Since its establishment in 1971, Ash Brokerage had grown so much that the firm was operating out of two separate locations. Both were traditional workspaces, but neither reflected the people and culture of the family-owned and run insurance brokerage operation. Tim Ash, the CEO of Ash Brokerage, had a vision of bringing employees, clients, and community together. To do so, he imagined a new, inspiring, and energetic space that would enhance the Ash Brokerage culture and engage employees.

A chance meeting with partners in space design set the tone for what's possible in the workplace—and the potential impact a well-designed space can have on the workforce.

Objective

Create a space that enhances the Ash Brokerage culture while supporting the people who work there.

Solution

Dig into the Ash Brokerage culture using Haworth's LENS™ Assessment Toolset and plan the design according to workspace needs.

Results

An employee-centric space design with variety in sizes and types of meeting spaces for private conversations or large brainstorming sessions.

Specifications



- Area: 65,000 square foot
- Levels: 3 stories
- Architectural Feature: 3-story atrium

Objective

Unlocking the Potential in People

Growth may have been the initial driver behind the project, but Tim Ash also took the opportunity to create a space that enhances the Ash Brokerage culture while supporting the people who work there. After a serendipitous meeting with architecture firm MSKTD, Tim's team visited Haworth's corporate headquarters. Besides touring the showroom, the Ash Brokerage team engaged in sessions that would delve into the facets of the firm's organizational culture.

Natural Light

The building was designed to allow every employee to be within 50 feet of a window for access to daylight, allowing for more inspiration and creativity.



Solution

A Vision Comes to Life

Rising nine stories above a parking garage in downtown Fort Wayne, the Ash Skyline Plaza takes up an entire city block and has retail stores, a residential tower, a parking garage, and a rooftop green space. Levels 7, 8, and 9 accommodate the Ash Brokerage headquarters, which covers approximately 65,000 square feet. The new space features a three-story atrium, dining and recreation areas, and outdoor terraces. It's more than a national headquarters—it's a vision come to life.

Engaging Colors

The vibrant color palette, along with coffee bars, collaboration areas, and even a ping-pong table, support the energy and vibe that Tim Ash desired for the workspace.





The Ash Brokerage organizational culture encourages people to be passionate about what they do, get the job done right, and treat everyone with dignity. It's about performing without seeking the spotlight—one of the reasons Ash Brokerage is consistently named one of the Best Places to Work in Indiana.

“Some of the key elements were to incorporate three floors and conjoin all the people who work together. We also wanted a space that was open with low-level partitions so there’s a lot of camaraderie within the workspace. Another aspect of the design was to let in light, so we have a lot of glass in the project.”

Joleen Gottwald
Interior Designer, MSKTD

Engaging Employees, Serving Customers

With a strong company culture, employee engagement was really important for Ash Brokerage, so employees were encouraged to provide feedback around the space design. There is variety in sizes and types of meeting spaces, for private conversations or large brainstorming sessions.

“You can go to any office environment, sit at a desk, in a chair, and do your work. But I look at our space and say we made this choice to invest in the products that we selected with Haworth as a way to unlock the potential in people, so our clients are better served because of the environment our people are in.”

Tim Ash
CEO, Ash Brokerage

Flexible Workspace

The Skyline Conference Center can be separated into three independent spaces for meetings, training, or special events.





About nine months after move-in, Haworth conducted a post-occupancy survey as part of the LENS assessment. Results revealed that employees working in the new space seemed more satisfied than in the old space. The Ambient Environment category on the survey revealed the largest improvement overall, largely due to employees' access to natural light.





Customer Profile

Ash Brokerage is the nation's largest independently owned insurance brokerage firm, providing services to customers in the US since 1971. Working with financial professionals, Ash Brokerage leverages its relationships with more than 80 top-rated carriers to find the product that best fits clients' needs. Family-owned and run, the firm is driven and focused to doing what's right for clients in order to make a difference.

Featured Haworth Products

- Beside® Storage
- Compose® Workspaces
- Enclose® Walls
- Harbor Work Lounge® and Ottoman
- Haworth Collection™
- Hello® Seating
- Openest™ Collection
- Patterns Architectural Elements
- PowerBase AI
- Reside® Desking
- Suite™ Private Offices
- ToDo® Seating
- Very® Task, Conference, and Side Stool Seating
- X Series® Storage