

The content in this preview is based on the last saved version of your email - any changes made to your email that have not been saved will not be shown in this preview.

# design services, ltd.

rita s. wilkins, president

1403 silverside professional park suite 3b wilmington, de 19810 (302) 475-5663



## Welcome to the Design Services, Ltd. Newsletter

### DESIGNING FOR THE CHANGING WORKFORCE...ATTRACTING TOP PERFORMERS & EMOTIONALLY ENGAGED EMPLOYEES



Companies today are faced with unprecedented changes and challenges, not the least of which is the changing workforce, driving the need for companies to examine the functionality of their existing workplace as it relates to the "new workforce".

#### 1. What does the "new workforce" look like?

- o The Telecommuter-This worker works from home, on the road and only occasionally requires "in-office" space.
- o The Hoteller-This worker uses unassigned workspaces that require scheduling or reservations. These "floating offices" are typically used by mobile workers or by workers within the office that are not near their assigned workstation.
- o The Mobile Worker-This employee works both inside and outside the office, consistently using multiple spaces.
- o The Co-worker-This worker shares a smaller off-site office in an area closer to their home.

All of these "offices of the future" require collaborative spaces

#### In This Issue

Designing For the Changing Workplace

Wave Theory

Creating a Healthcare Design and Practice That Lasts

Retail Therapy

Designer Profile

Ask a Question

#### Quick Links

Home Page  
More About Us  
What's New  
Portfolio  
Blog



for work, for sharing technology (i.e. video conferencing and file sharing) and for socializing.

## **2. Why should a company re-design their office to adapt to the changing workforce?**

- The "*Alternative Workforce*" is expected to grow by 25% over the next 3 years.
- By reducing the square footage allotted to traditional office space and by increasing the space allotted to "*Alternative Workspace*" a company can realize significant reduction in overhead costs.
- When employees are empowered by choosing where (and when) they work, it gives them a sense of control in their lives; at home and at work.
- Increased visibility & functionality of office space
- Research shows that companies who provide great workplaces tend to attract & retain top talent, have high workplace satisfaction which leads to increased commitment and higher level of performance.

## **3. How does a company get started?**

- A thorough design review to measure effectiveness of existing space-both "traditional" and the "new workforce" (telecommuters, hotellers and mobile workers)
- Identify areas that need to be reconfigured or those that simply need to be maximized for even greater performance.
- Generate space plans that provide solutions that are specific to the business and their future plans. They should offer flexibility and adaptability.
- The value of a smart space plan is that it is a tool that can be implemented in phases or as resources become available. Even modest changes and improvements will help motivate employees.

The recession has caused many companies to downsize-both real estate and staff. In becoming "leaner", companies are more keenly aware of maximizing the effectiveness of their office space. One thing for certain is that the office of the future will require flexibility to adapt to the ever changing needs of the new workforce.

Forward-thinking companies "**Get It**" and are choosing to invest in smart office design knowing that a well planned "office of the future" will be key in attracting and retaining top performing & emotionally engaged employees who will drive innovation and return on investment.

A recent renovation (see photo) of a growing and forward thinking Wilmington CPA firm shows a previously underutilized corridor that was converted into an attractive, yet highly functional

## **Ask a Question**

The design and construction process can be complex and daunting at times.

We encourage our readers to submit any questions that they may have on medical, dental or commercial design, construction or remodeling. We would be glad to assist you.

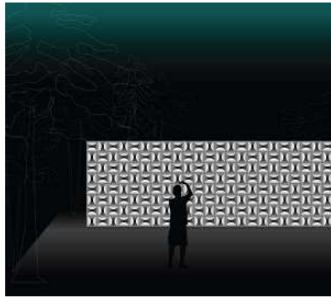
[Click here to submit your question.](#)



## **About Design Services, Ltd.**

Rita Wilkins is the President of Design Services, Ltd., as well as principal designer and project manager. With over 35 years of experience in design and management, her approach to design is both aesthetic and business-like. She is known to be a highly effective "hands-on" designer with extensive knowledge and expertise in dental, medical and commercial interiors.

storage/ hotelling area which will position the firm for growth in the future.



### **WAVE THEORY**

*A student luminaire design takes shape with support Froma lighting manufacturer*

For the past four years, graduate-level interior design students at the Corcoran College of Art and Design in Washington D.C., have been introduced to the basics of lighting design by Andrea Hartranft, senior associate at Alexandria, Va.-based C.M. Kling & Associates. "The goal is to teach them to think about lighting as an integral component to architecture, to provide them with a vocabulary and an understanding of the physics and technology associated with lighting design, and to increase their appreciation of the psychological and physiological effects of lighting on the occupants of a space," Hartranft says.

[~click to read full article~](#)



### **CREATING A HEALTH CARE DESIGN AND PRACTICE THAT LASTS**

*How the patient room became the focus of innovative design*

Recent years have seen an increasing focus on the design and function of the patient room. The evolution of the all-private room concept, the design of the room to fit a specific function and, conversely, the universal room, have a rich history behind it.

In 2006, U.S. hospitals discharged 39,450,216 patients with the length of stay averaging 4.6 days, according to the United States Department of Health & Human Services' Agency for Healthcare Research and Quality. Patients who were once admitted to the hospital for treatment are now often treated as outpatients. As a result, today's hospitalized patients are generally of higher acuity across all levels of care, placing greater demands not only on the hospital staff, but also its physical facilities.

[~click to read full article~](#)



**RETAIL THERAPY**

These days it is stores themselves that need a boost, and when it comes to navigating a tough economy, innovative designs and concepts are proving key.

Pity the poor store that traffics in high-end goods. In a fragile economy with on-going layoffs, reformed consumers are embracing the virtues of thrift and, the upper echelons of the retail industry are taking it on the chin.

[~click to read full article~](#)

**DESIGNER PROFILE~PAULINE BRITTINGHAM**

A rising star, Pauline Brittingham has also joined our team of talented designers. A recent graduate from the Art Institute of Philadelphia demonstrates an outstanding ability to learn and apply known skills to any situation. Upon graduation the opportunity to work full time at

Wilmington Trust in the Commercial Real Estate department, led to direct Project Management roles. Commercial banking and Real Estate management merged into a design oriented program to evaluate space plans, equipment and an overall function of the occupants.

She carries Project Management skills and conceptual design skills that are a value to anyone looking for design services.

**Sincerely,**

Rita S. Wilkins  
President  
Design Services, Ltd.

**[Forward email](#)**

✉ **SafeUnsubscribe®**

This email was sent to jtirabassi@dsitdonline.com by [dsitd@dsitdonline.com](mailto:dsitd@dsitdonline.com).  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Design Services, Ltd. | 1403 Silverside Professional Park | Suite 3B | Wilmington | DE | 19810