



# RED THREAD

Steelcase

## We are Red Thread

**We help transform workplaces to engage employees and support their best work by integrating furniture, technology, and architectural systems.**

The pandemic has changed the way we work forever. Organizations are defining what hybrid work means to them; hybrid is not one-size-fits-all. People need flexible, tailored environments to fuel innovation, foster connections, and strengthen workplace culture.

Whether it's delivering equitable experiences with the right technology or creating a destination that earns your employee's commute – together with your team, we develop a workplace transformation strategy that makes sense for you.





Workplace Innovation Hub | © Red Thread



Boston Worklife | © Christopher Navin

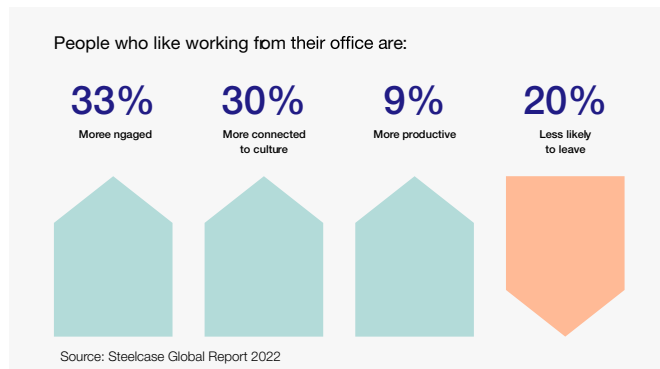
## Workplace transformation for a hybrid office

**Today's hybrid office design must be a destination that earns your employees' commute.**

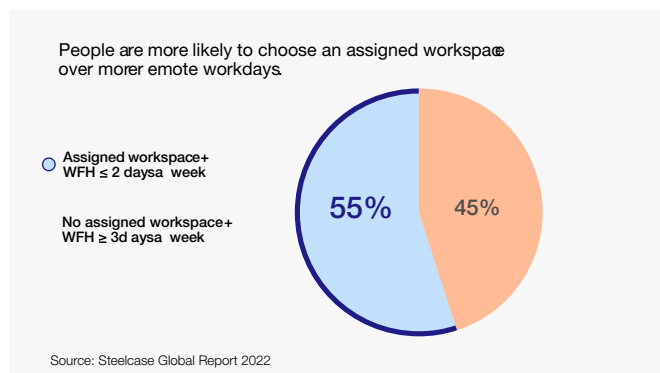
It's critical to support varied ways of working, from heads down focus work to freeform collaboration.

Employees are looking to reconnect with their colleagues, collaborate in ways that they can't at home, and find focus away from the distractions of home life.

The new office design needs to meet all of this while ensuring that everyone has an equitable experience.



**When people like working from their office, they are more engaged, connected to the organization's culture, productive and likely to stay.**



**People are willing to trade remote workdays for their own workspace at the office. While they want the autonomy and flexibility of hybrid work, people are looking for choice and control and a sense of belonging.**

## Why Red Thread

The world is always changing, and so will your organization.



### Strategic Partnerships

**Connecting you with research and resources to support change**

- Perspective & research from Steelcase, MIT, Microsoft, A&D partners
- Leadership and employee workshops/surveys
- Tailored workplace strategy

Hybrid isn't one-size-fits-all, and employees need a reason to return.



### Hybrid Space Solutions

**Fueling employee engagement and productivity through integrated environments**

- Conceptual design and budgetary tools
- Comprehensive interior fit-out
  - Furniture
  - Architectural Products
  - Technology
  - Flooring
- Collaboration, focus, socialization, and learning spaces

Supply chain disruptions require an experienced partner to help minimize the risk of project delays.



### Operational & Logistics Experts

**Mitigating your risk in getting the job done**

- Streamlined design and project coordination
- Leverage our own warehouse and labor force
- Facilities and resources to manage inventory, reconfigurations, and day-to-day service





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## Our approach: integrated interiors

**We take a holistic approach to the workplace to create the best possible result.**

By integrating furniture, technology, architectural products and flooring, we can create dynamic, high-performing work environments.

### 1 FURNITURE

Furniture settings create a palette of spaces throughout the floorplan to support collaboration, privacy and wellbeing.

### 2 ARCHITECTURAL SYSTEMS

Architectural systems include demountable walls, modular power and data and sound masking. They create flexible spaces to support privacy within the open plan that can adapt as your needs evolve.

### 3 TECHNOLOGY

Collaborative technology supports high performing environments with integrated collaboration solutions that support productivity and creativity.

Space optimization tools support scheduling, analytics, wayfinding and facility management.

### 4 FLOORING

Durable and beautiful floor coverings support your aesthetic and help visually delineate neighborhoods and zones within the floorplan.

## Our portfolio

Following are some examples of recently completed Red Thread projects. Please visit [red-thread.com/portfolio](https://red-thread.com/portfolio) for additional profiles.

**Bluebird Bio**  
Somerville, MA

**Project Partners**  
Jacobs  
Timberline Construction

**Solutions**  
Furniture  
Technology  
Demountable Walls  
Create by Red Thread



Bluebird flocks to new hybrid nest in Somerville to increase productivity.



# Our portfolio

Visit [red-thread.com/portfolio](https://red-thread.com/portfolio) for additional profiles.

**OneDigital**  
Hartford, CT

**Project Partners**  
M.J. Fish LLC  
Quisenberry Arcari Malik  
Architecture (QA+M)

**Solutions:**  
Furniture  
Demountable Walls



© Red Skies Photography LLC

OneDigital prioritizes employee needs in new 19,000 SF post-COVID space.

**Arsenal Yards**  
Watertown, MA

**Project Partners**  
PCA Design

**Solutions:**  
Furniture



© Anton Grassi Photography

Renovated Arsenal Yards fuels upcoming Watertown neighborhood.



© Ryan Bent Photography

Roux Institute fosters tech talent and innovation across Northern New England.

**The Roux Institute at  
Northeastern University**  
Portland, ME

**Project Partners**  
SMRT  
Leggat McCall  
Cianbro Corporation

**Solutions**  
Furniture  
Sound Masking



© Alex Fradkin Photography

Diageo's new North American HQ reflects the company's purpose of "celebrating life, every day, everywhere."

**Diageo**  
New York, NY

**Project Partners**  
JLL  
Orbit Design

**Solutions:**  
Furniture



# Contact us!

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