

Project Profile

Hy Cite Enterprises



Lounge + Kitchen

Location

3252 N Pleasant View Rd
Middleton, WI 53562 USA

Industry

Corporate, Headquarters

Size

90,000 SF

Employees

300

Completion

2019

Furniture Dealer

Henricksen

Installer

Systems Furniture Installations
(SFI)

Design Firm

Eppstein Uhen Architects

General Contractor

Ideal Builders

Broker

Broadwing Advisors

Photographer

C+N Photography Inc.



Cafe + Work Lounge

Hy Cite Enterprises, established in 1959, distributes premium cookware. They experienced rapid growth over the years, which led to their corporate functions being spread across three different office locations in Madison, Wisconsin. Ultimately, they wanted to consolidate these three locations into one building to increase collaboration and promote knowledge sharing between employees. This led to the development of their new 111,000 square foot headquarters located in Middleton, Wisconsin.

Hy Cite partnered with the architectural firm, Eppstein Uhen Architects (EUA) to design this new headquarters. As a part of the design process, they went through some visioning sessions around the furniture. Their existing furniture across the three locations didn't match, was old, and was not designed to foster collaboration.

"The function didn't match the new way that they wanted to work," said Renee Riviere, Senior Designer, EUA.

With these factors in mind, Hy Cite opted to purchase new workstations and ancillary pieces to furnish the new space.

Hy Cite wanted an environment that would support their family style culture, with a variety of areas available for employees to gather and to work. Promoting employee choice was important to Hy Cite, so that even people who worked in the call center and were mostly working at their desk could use other spaces throughout the building to have meetings, collaborate and just gather with their fellow employees.



Small Conference Rooms + Waiting Area

"It was efficient. We were able to sit around a table together pulling up different furniture options and looking at textiles, and it really helped to expedite the process"

—Britt Resheske, Interior Designer at EUA, regarding Henricksen-led work sessions



Common Area



Small Conference Rooms

The new building was designed with a central component called the hearth, outfitted with a variety of tables and seating to promote collaboration, gathering and even support frequent potlucks and celebrations. This space serves as the central hub, connecting the different office work areas like the call center, marketing, and other corporate functions. There is also a work café and coffee bar for employees to use.

To ensure the right furniture was sourced for these new, purposefully designed spaces, Henricksen led a handful of work sessions with the client and EUA to determine that the right products were selected.

Mock-ups of the workstations were built, and employees were encouraged to provide feedback, which made them feel included in the decision-making process.

The new workstations were designed with flexibility in mind. Their configuration works across all departments and functions, which makes it easier when it comes time to move or add stations to accommodate for growth. There are lower panel heights with glass toppers along main circulation paths to allow more natural light to penetrate the open office areas and create a feeling of openness and collaboration. There is ample storage and even areas to display personal affects, which was important to the employees. The new workstations also have sit/stand desks, which was not something they had before.



Reception

“Having that choice and that focus on ergonomics made the employees feel even more valued,” said Reviere.

An executive suite was designed with lounge areas and a coffee bar to further foster more frequent collaboration between the leadership staff.

The new shared spaces like the hearth, work café and coffee bar encourage employees to collaborate, and even work individually away from their assigned desk. Private dining areas allow employees to gather for birthdays and celebrations.

“The new furniture really helps draw them to the destinations that they weren’t used to having before,” said Riviere.



Cafe