

IMPACT OF DESIGN SERIES, VOL. 8

M Moser Associates Living Lab



PROJECT TYPE:

Corporate Office (Workplace)

LOCATION:

New York, NY

SIZE:

10,000 SF

WINNING PROJECT:

ASID 2020 Outcome of Design Awards (Category: Experimentation)

CASE BRIEF BY

M MOSER ASSOCIATES 

CLIENT OVERVIEW

M Moser has nearly 40 years of experience designing and delivering solutions for multi-national clients in varied sectors around the world. M Moser is made of creative designers and concept architects specializing in experiential architecture. M Moser is a leader in the industry in designing innovative, transformational workplaces for future-forward businesses.



DESIGN CHALLENGE

The vision for the new M Moser workspace was an agile, future-proofed “living lab” for ongoing adaption and change.

DESIGN SOLUTION

- **Dynamic Work Environment** where the staff simultaneously owns every space and yet owns none of it. The team is empowered to choose how and where they need to work each day.
- **Mobility** enabled with mobile battery power packs, rolling desks, large mobile screens and green walls on wheels allow the team to be more agile.
- **WELL Design (Platinum Certification level)** allows for the team to leave work healthier than when they came in a Landmark building.
- **Technology** equipped to create a future-focused approach to creativity, including a VR Lab, 3D printer, Innovation Lab and upgrades such as high speed, trading-level Wi-Fi, a fully cloud-based network, a U-Rack server and a biometric fingerprint reader entrance.
- **Living Lab** workspace that embodies the spirit of freedom and experimentation, empowering people to adapt and innovate.

IMPACT OF DESIGN

- With circadian lighting and Naava walls included in the space, M Moser observed that people were able to stay longer and work longer hours within the office due to comfortability and healthy surroundings.
- Due to the air quality and health-consciousness of the office, M Moser has seen a marked decrease (50%) in sick days within the year of moving into the new office.
- The office can accommodate nearly 75 (with desks and seating available), but with additional furniture designs M Moser may be able to extend and encompass alternate working points.
- After the move to the new office, M Moser saw a 75% increase in client visits to the office and 75% increased win-rate on projects.

PROCESS

TIMELINE

- Design: June 2017
- Construction/Approval: April 2018
- Project Completion: July 2018

PROJECT TEAM

- Design & Strategy: M Moser Associates



OVERVIEW

M Moser is dedicated to high-quality design solutions that combine international best practices and the application of local knowledge and expertise. M Moser Associates consists of industry leaders, strategists, designers, pragmatists and innovators who understand how to organize and deliver complex projects that suit clients' business needs.

The vision for the new M Moser workspace was an agile, future-proofed "living lab" for ongoing adaption and change. Strategy and design teams created a workplace that reflects transformation and addresses individual needs through new digital strategies, space planning, flexible furniture and technology to achieve a high-performing workplace. The M Moser approach to a "different way of working" includes agile-inducing changes such as switching desk phones for mobile devices and swapping desktop computers for laptops for the entire team. The new office embraces a wireless approach, focusing on rechargeable mobile battery packs to enhance mobility, a VR Lab to work through design solutions and a 3D printer to prototype architectural elements.

The environment enhances and empowers the team through accessibility, collaboration and cultural identity. Embracing organizational change and growth, the new space reimagines ways of working and encourages movement and flexibility to meet the needs of each person. The office serves as a co-working space and enables M Moser to test and develop a broad range of workplace strategies to ensure the best results for clients.

The office achieved RESET Certification and has been designed to meet WELL Platinum Certification.

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BACKGROUND

M Moser has an impressive and extensive track record spanning nearly 40 years. During this time, they have designed and delivered solutions for clients of varied sectors globally. Over the years, M Moser has grown to 20 offices globally, and the staff has grown to over 1,000 dedicated personnel. As a privately owned organization, M Moser is very consciously structured to share information between offices on various projects resulting in a high level of collaboration across borders.

M Moser “create workplaces for global business” focusing on the delivery of unparalleled work environments, optimized to leverage clients’ resources and support the business activities of their staff. M Moser is dedicated to high-quality design solutions that combine international best practices and the application of local knowledge and expertise. They are industry leaders, strategists, designers, pragmatists and innovators who understand how to organize and deliver complex projects that suit our clients’ business needs.

They work alongside clients to solve the greatest business challenges and are inspiring their clients

to understand how to create high-performing workplaces, which is inclusive of culture and business needs. Additionally, M Moser has put a heavy focus on advancing the concepts of a healthy workplace through WELL Certification throughout the world and actively contributing to healthier lives and outcomes for employees in challenging geographies and environments. M Moser is a united, cohesive company that works seamlessly through technological advancements and practices to solve global companies’ most pressing people issues.

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PROCESS

Using “total motivation” as a primer for performance, the strategy and design team integrated to create a workplace that reflects the cultural and business transformation capabilities of M Moser – addressing individual needs and translating this methodology into new digital strategies, space planning, flexible furniture and technology to achieve a high-performing workplace. Change management, employee workshops and lessons on new space types facilitated a shift in habits.

The M Moser project team created a space that was a continuum of lessons learned - thus the “living lab.” From the post-occupancy study, the team realized they needed to implement additional focus space. While the office is open plan and malleable, the surveys suggested that people needed more choice in how to create private space and focus space for themselves. In response, M Moser is working on implementing screens for desks, additional mobile phone/work pods and outfitting the team with noise-canceling headphones to be worn when doing focus work. Additionally, M Moser learned that spaces that were intentionally designed for a particular use were not, in the end, used the way intended. Instead, people are using the spaces in innovative ways, creating more lessons learned for the team.

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DESIGN SOLUTION AND IMPACT



DYNAMIC WORK ENVIRONMENT

M Moser created an office where the staff simultaneously owns every space and yet owns none of it. With a clean desk policy, the office is equipped with individual lockers for each person. The team is empowered to choose how and where they need to work each day. The office plan provides a variety of space types for various types of work (focus spaces, conference rooms, lounge areas, quiet/wellness rooms, phone pods, VC rooms, standing desks, sitting desks, collaboration zones, etc.). M Moser moved into the office with around 30+ people and have nearly doubled their size at 50.

The office can accommodate nearly 75 (with desks and seating available) but with additional furniture designs potential to extend and encompass alternate working points exist.



MOBILITY & FLEXIBILITY

With mobile battery power packs, the team is more agile without being tethered to desks or outlets. By focusing efforts on the digital strategy, the team developed an office app, which enables visitors and staff to book conference rooms, provide feedback to other team members, engage with the community board and locate places of note in the neighborhood.

The design team engineered flexible desk furniture and incorporated additional moveable furniture and users are encouraged to adapt areas based on their unique requirements, without restrictions. The rolling desks are able to be rearranged within minutes. Large mobile screens allow staff to create desktop-like environments anywhere in the office. Green walls on wheels create greater flexibility in biophilic access.



FUTURE-FOCUSED APPROACH

The office is equipped with a VR Lab to work design solutions, a 3D printer to prototype architectural elements and an Innovation Lab to strategize with clients that creates a future-focused approach to creativity. Technological upgrades include high speed, trading-level Wi-Fi, a fully cloud-based network, a U Rack server and a biometric fingerprint reader entrance.



SPIRIT OF EXPERIMENTATION

The whole workspace embodies the spirit of freedom and experimentation, empowering people to adapt and innovate. Users are encouraged to adapt areas based on their unique requirements, without restrictions. The team is able to test out and trial design solutions within their own workspace for clients.

M Moser saw a 75% increase in client visits to the office and 75% increased win-rate on projects after moving to the new office.



HEALTHY ENCOURAGEMENT

Circadian lighting, low-impact gym equipment such as TRX bands and trampoline, air quality monitors, biophilia, plants, water filtering, healthy food and healthy materials allow for the team to leave work healthier than when they came in a Landmark building designed to meet WELL Platinum Certification.



HOSPITALITY & COMFORT

Doing away with reception, the entrance space is a comfortable, social café setting that also functions as a lively events venue. With a strong focus on hospitality, the traditional receptionist has become a “Community Manager” to help create a warm, engaging and unique experience for all. The team also took this opportunity to move away from an overly branded space, capturing the M Moser culture and brand while balancing hospitality and comfort.

With circadian lighting and Naava walls included in the space, people are able to stay longer and work longer hours within the office due to comfortability.



AIR QUALITY

Finishes within the space were specified as low/no-VOC materials, ensuring air quality would not be compromised and off-gassing chemicals would not be absorbed into porous materials and furnishings. Outdoor air distributed throughout the space is filtered using MERV 13 filters which are maintained and checked quarterly using a Kaiterra Sensedge monitor and DST air quality monitors to ensure clean air. Through RESET certification, air quality is monitored by a third party using parameters such as temperature, relative humidity, PM 2.5, CO2 and TVOCs.

M Moser observed a marked decrease of 50% in sick days within the year of moving into the new office due to the air quality and health-consciousness of the office.



LOCAL & ENVIRONMENTAL SUSTAINABILITY

Supporting a community art program, the office showcases a rotating art collection to encourage creativity and bring life to the space.

M Moser has also been recognized with the “Ocean Champion Badge,” the highest level of The Oceanic Standard (TOS), for adopting a holistic approach to sustainable operating practices, with a strong focus on eliminating single-use plastics.

M Moser Associates’ offices are among the first certified in the world, with M Moser New York as the first office space to be certified in the U.S.



ABOUT M MOSER ASSOCIATES

M Moser Associates is a leader in the industry in designing innovative, transformational workplaces for future-forward businesses around the world. M Moser has nearly 40 years of experience designing and delivering solutions for multinational clients in varied sectors globally and is made of creative designers and concept architects specializing in experiential architecture.



**Photo credit: Eric Laignel*

2020

OUTCOME (OF) DESIGN AWARDS



IN PARTNERSHIP WITH



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Mohawk Group

ABOUT THE 2020 OUTCOME OF DESIGN AWARDS

The ASID Outcome of Design Awards celebrate the proof in the power of design. By highlighting new tools and processes in design, strategy, technology and research, the awards seek to recognize projects that successfully illustrate that “Design Impacts Lives.”

The Outcome of Design Awards seek to shed light on innovative designers and businesses that focus on the quantifiable effect of projects on people in spaces. Projects that measure the outcome of design on the human experience through sustainable, humancentric and socially responsible design solutions are the future, and the Outcome of Design Awards recognize the innovators who are leading the charge.

The 2020 Outcome of Design Awards is presented in partnership with Herman Miller and Mohawk Group.