

## Cushman & Wakefield's Cushy New Home Lane Office Completes Cushman & Wakefield's World Headquarters

Real estate giant Cushman & Wakefield recently relocated their world headquarters from 51 West 52nd Street to 1290 Avenue of the Americas in New York. Reflecting on the positive experiences their clients have had working with Lane Office, they selected us to provide furniture and DIRTT walls for the 160,000 SF space.

The design, by Mancini Duffy, represents a shift toward employee collaboration. An open floorplan and low Knoll workstations encourage cooperation and interaction. The Autostrada/Reff blend includes glass panels between the stations creating a more focused workspace while allowing in as much light as the large floorplate allows.

Approximately 2,500 feet of stickbuilt DIRTT walls contribute to the light, open feeling of the office. Conference rooms feature DIRTT's back painted glass, further encouraging collaboration.

Cushman & Wakefield's Stephen Soviero, who supervised the project, applauded Senior Project Manager Corinne Courtney, Project Designer Nancy Harrison and Field Project Manager Mike Akerley for their professionalism and ability to meet tight deadlines.



## New Projects on the Horizon

All the hard work is paying off! After scrambling to complete multiple requests for proposals, Lane Office was recently awarded projects for The National Association for the Specialty Food Trade, Inc. (NASFT), Beazley, Alix Partners, Universal McCann, Global Aerospace, Mt. Sinai and Infusion.

Thanks to John Collins we'll be providing furniture for NASFT's new offices at 136 Madison Avenue. John also secured a DIRTT project for insurance leader Beazley at 1270 Avenue of the Americas.

Ricardo Costa, with help from Mario Arostegui, won over software and technology experts Infusion Development with ICE technology and DIRTT's flexibility. Infusion's offices at 599 Broadway will be the largest full modular DIRTT project in New York and will feature many new DIRTT specs.

DIRTT will also be installed at Mt. Sinai's Guggenheim Pavilion Department of Cardiology here in New York.

Repeat client Alix Partners selected Lane Office for their upcoming project in Dallas, Texas. Yeehaw!

Universal McCann is also back for more. After a successful New York City project, Lane Office is providing furniture for their renovated San Francisco office.

Thanks to a super team effort by Ted Noble, Hugh Astley, Daniel Hickey, Nancy Harrison, Cindy DeFronzo and Greg Burke, Lane Office will be providing furniture to Global Aerospace in Parsippany, NJ. Keep up the good work, team!



### The Power of ICEvision

How would you like to tour a newly designed space before it's built? With ICEvision® that's possible! ICEvision is a web-based application that allows users to explore SketchUp, Revit and AutoCAD 3D models in an intuitive virtual reality environment.

With patented 3D video game technology, ICEvision provides a secure, interactive sharing experience online. There's even an iPhone app that allows users to view interactive models with just a few clicks.

"That's the power of ICEvision!" says DIRTT founder Mogens Smed.



## Thinking Green at NRDC DIRTT: On the LEEDing Edge of Sustainability

The Natural Resources Defense Council's offices at 40 West 20th Street feature a full modular solution on the 8th floor of their New York headquarters. Croxton Collaborative Architects designed the space to achieve LEED Platinum Certification.

The project features solid /glass combination walls, solid walls, custom angled clerestory walls (pictured above), and sliding doors. Simo Corp. and Knoll furniture is supported on the DIRTT walls.

NRDC is an environmental action group that combines

grassroots efforts with the expertise of over 350 lawyers, scientists and other professionals.

Lane Office and DIRTT are proud to be part of NRDC's sustainable workspace. The project proves that green can be beautiful.

## An Idea Worth Spreading

### LANE OFFICE AND DIRTT COMBAT INFECTION



Applying hand sanitizer and frequently washing hands are proven ways to reduce the spread of H1N1, also known as Swine Flu. Thanks to Diana Godkin, who came up with the idea, Lane Office is stocked with one-ounce bottles of branded hand sanitizer. Former Lane Office employee Amiee Joyce sourced the sanitizer, and recently provided a second batch of 3,000. The gels were at big hit at this year's IIDA Color Invasion event, where over 700 gels were distributed.

## Green With Envy

### Lane Office Makes a Splash at the First Annual Urban Green Expo

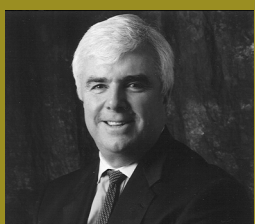
Lane Office participated in the first annual Urban Green Expo September 22 and 23 at Metropolitan Pavilion in New York City. Our booth featured DIRTT and Knoll products, including a Generation chair. "Drywall is Naughty" read the eye-catching DIRTT poster, which sparked numerous conversations with Expo attendees. Ricardo Costa and Akua Lesesne demonstrated ICE while Jim Pollina, Cindy Bloom and Chris Mimnaugh connected with the real estate and design professionals strolling by.

Lane Office and Knoll sponsored the event's WiFi Lounge situated between two presentation rooms. The Knoll tables, ottomans and Generation chairs provided a resting spot for those attending the 28 educational sessions. Participating in the Expo was a lot of work and required a financial commitment, but it has already lead to new opportunities.



Ricardo Costa, Chris Mimnaugh and Akua Lesesne

## PROFILE OF THE MONTH



Ted Noble  
Vice President, Sales

Before accumulating 30 years in the office interiors business, Ted Noble served in Vietnam as Captain in the Marine Corps. He has worked as Vice President of Sales and Marketing for Steelcase, Herman Miller and Knoll dealerships. He also has experience working directly for

major furniture manufacturers.

Currently Ted leads the Lane Office sales team, sharing with his team his expertise, motivation, humor and encyclopedic knowledge of professionals in the industry.

According to Ted the best idea he ever had was

telling Greg Burke he needed a job. Since then Ted's become indispensable to Lane Office.

Outside of work Ted enjoys golfing. His most embarrassing moment involves losing his swimsuit in a race. Ask him about it!