

Be Your Best: Culture, Leadership & the Impact of Design September 14, 2018 at IIDA



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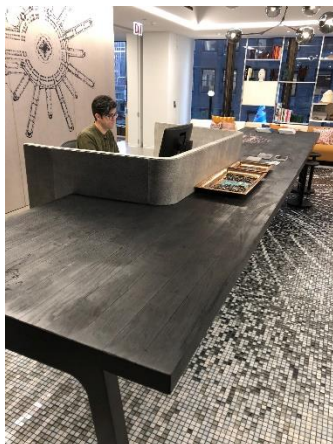
If you missed the Culture, Leadership & the Impact of Design program, you missed out! Held at the gorgeously-curated new space of IIDA (International Interior Design Association), we heard from CEO **Cheryl Durst** and Gensler interior designer Jessica Gracey about research and trends surrounding workplace strategies.

Regardless of your profession, the theories behind workplace strategies affect us all, from our daily work lives to the importance of workplace amenities when recruiting. The trend is moving away from the individual employee “need” for telecommuting and leaning towards the need for more social interaction and engagement among co-workers. Employers are focused on shared building amenities versus amenities within their own spaces that limit social interaction to just one company.

Cheryl provided an excellent example of a company who recently implemented “Formal Fridays” to host their employees in a newly built in test kitchen with programming such as wine tastings, cheese mongers and local chefs. The purpose is two-fold: bring employees together in a social setting and secondarily, teach table etiquette and how to behave in a formal business setting.

Jessica Gracey pointed out five aspects within an office that should be considered when designing a new space – task, discovery moments, aspirational, entertainment and social.

The event concluded with a tour of the space with several nods to Chicago architecture including a very large Shou Sugi Ban entry table designed by Tuohy representing the Great Chicago Fire.



*IIDA reception area featuring a Shou
Sugi Ban entry table designed by Tuohy
representing the Great Chicago Fire*

*Speakers Jessica Gracey, Gensler
and **Cheryl Durst**, IIDA*

