

# The Right **Great** Design



***There's great design, and then there's the right great design*** . . . design that enhances a company's operation and helps it attain its goal—financially, professionally, culturally.

This is the mantra of The Switzer Group's Strategic Facilities Planner and Workplace Consultant, Robert A. Klein, AIA, LEED AP, a 40-year veteran in strategic facilities planning whose efforts lay the groundwork for our designers to create the optimal, inspired environment for each client. Working for some of the largest architectural design and planning firms during his long career, Klein's expertise includes analysis and strategic direction for relocating a 25 million sq. ft. GM plant in Detroit and programming for the diversifying needs of The New York Times.



Robert A. Klein, AIA, LEED AP

## **Discovery informs design**

Integral to all Switzer's space and design solutions, our strategic facilities planning group assesses and integrates the fundamentals—current facility cost, condition and utilization; management tone and strategy; workforce and workspace trends; and organizational imperatives, growth and change. Each project has its own dataset and its own unique answer. Like a complex puzzle, The Switzer Group puts all the pieces together to create a vibrant, well-functioning whole, whether it's for a 300,000-plus sq. ft., 10-story restack in midtown Manhattan for AMC Networks or a national rollout of corporate headquarters for Wells Fargo Bank.

***“Current trends in workplace development are toward greater mobility, flexibility and collaboration; focus on wellness; and choice. Our job is to find the ideal balance for each particular organization and create a space that cultivates success.”***

**Robert A. Klein**

Every client has a distinct culture, which we honor. For a company with a young workforce and astronomical growth, like Vice Media, our model was a wide open floor plan with minimal private offices to focus on the team process and collaboration. For an established employment law firm, the paradigm was quite different, with almost half of its team retaining private offices. The ratio has to be right, and the space has to promote business performance now and stand up to future scenarios.