



GNR DESIGNS JOURNAL

Do It Yourself Case Study #5: Turning an Old Office into a Masterpiece

An unprecedented 2020 turned our whole world upside down. The pandemic has reshaped where we live, work, and shop. Remote technologies have enabled people to work from anywhere in the world; this in turn completely transformed the landscape of the workplace, specially the real estate office. Since our homes have turned into offices, the "real" office now requires less space; yet, companies still need headquarters, meeting space, and a safe gathering place for their agents. Several of our commercial clients have requested that we re-arrange their offices on an affordable budget.

The Project:

Our client was a very busy and successful Real Estate Company of 130 agents in South Shore Long Island in need of downsizing, and looking for new office space. The client had unique requirements for the way in which the office had to be designed and arranged. An important factor that we needed to take into consideration was the "new normal" driven by the Covid-19 pandemic, which necessitated out-of-the-box creative thinking as we developed our commercial design. Our client's parameters:

- Flexible design (agents work mostly remotely)
- Virtual "everything" (meetings, open houses, closings, etc.)
- Safe distance in-person meeting space
- "Quiet" space for private conversations
- Uncluttered "clean" feel
- Storage space

The Challenges:

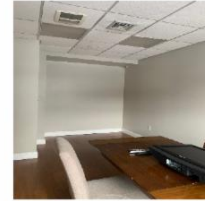
The office was old and rundown; some of the rooms were small and had no windows at all, creating a feeling of being suffocated and "closed-in". Everything needed to be changed: old and stained ceiling tiles, worn out and drab brown carpets, dim lighting, exposed wiring, outdated bathroom fixtures, etc. AND there was no storage space at all! As if the challenges weren't daunting enough, the client gave us a very tight timeline to get the work done: two weeks to finish during Pandemic, beginning at the start of the Christmas Holiday week.



Before: Reception/Entrance



Before: Agents' Room



Before: Conference Room

(T): 516-707-7202 (E): nadiav@gnrdesigns.com Visit us at: www.gnrdesigns.com



After: Reception/Entrance



After: Agents' Room



After: Conference Room

Our Solution

Our concept:

Project an image of success AND style that says "Doing business with us will be lucrative and portray a chic lifestyle." A well-organized office, with attention to details, says a lot about our care for the agents, and about the uniqueness of the products and services that the office offers. The new normal requires new safety measures. Our goal was to design a beautiful, safe, inspiring space for agents and clients to work with confidence.

Our overall design: A contemporary tribute to smart, functional, and stylish office design.

- We replaced the ceiling tiles and painted the tile grid in silver metallic. We also replaced the drab carpet with blue, easily-replaceable when worn, 2x2 carpet tiles that mimicked the ceiling squares. We installed all new wireless connections hidden from view.
- To solve the issues of the agents' room's "closed-in" feeling and darkness, we replaced part of the wall with 2 glass panels that let in the natural light while providing privacy.
- We selected "multi-directional" desks: a swivel top allows the agents to face any which way while working. When the desk is not in use, the swivel top can be "hidden" to free up space in the room.
- To highlight a chic and modern style, we used bold sapphire blue hues as an accent for the furniture, and a trendy silver metallic for the trim and accessories.
- We designed accent walls in the main and conference rooms as a strategic focal point, with a vibrant metallic finish that created depth and drama in the space.
- We added glass desks and tables to create a feeling of flowing lightness, and made sure that each desk had a "companion" file cabinet on wheels for storage. A see-through glossy "zig-zag" bookcase artfully divided the space and provided and created structure in the office.
- Paying special attention to the conference room that served as a main working space for the executives, we added a coffee table and colorful chairs for the agents to relax without having to leave the office.
- As a final touch, we added plants and flowers to bring beauty and nature into the working environment. As a tribute to the company's success, we installed pictures of the most prestigious and valuable properties sold recently.

Our design for this office provided the perfect balance between function, individuality, modern inspirations, and amenities.

We still offer SAFE-DISTANCE in-person services; however, if you prefer using our new Do-It-Yourself service, you may complete a short questionnaire by [clicking anywhere on this email](#). This will allow us to give you an idea of what it will cost you to create the design of your dreams from a safe distance.

For more information, contact Nadia

(T): 516-707-7202 - (E): nadiav@gnrdesigns.com - www.gnrdesigns.com



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Nadia Vee - NadiaV@GNRDesigns.com - (516) 707-7202