



HGA

ENVIRONMENTAL DESIGN GROUP

ABOUT US

A company's workplace needs to be a physical manifestation of its brand, culture, and vision—a strategic asset for the organization. Our nationally recognized corporate practice group collaborates with a range of companies—from quick turnaround projects within existing buildings, to multi-floor urban towers, to new construction of large corporate campuses.



11 OFFICES

Nationwide with 4 in California
(San Francisco, San Jose,
Sacramento, Los Angeles)



800+ PROFESSIONALS

Nationwide



980+ AWARDS

Regionally & Nationally



68 YEARS

In Business



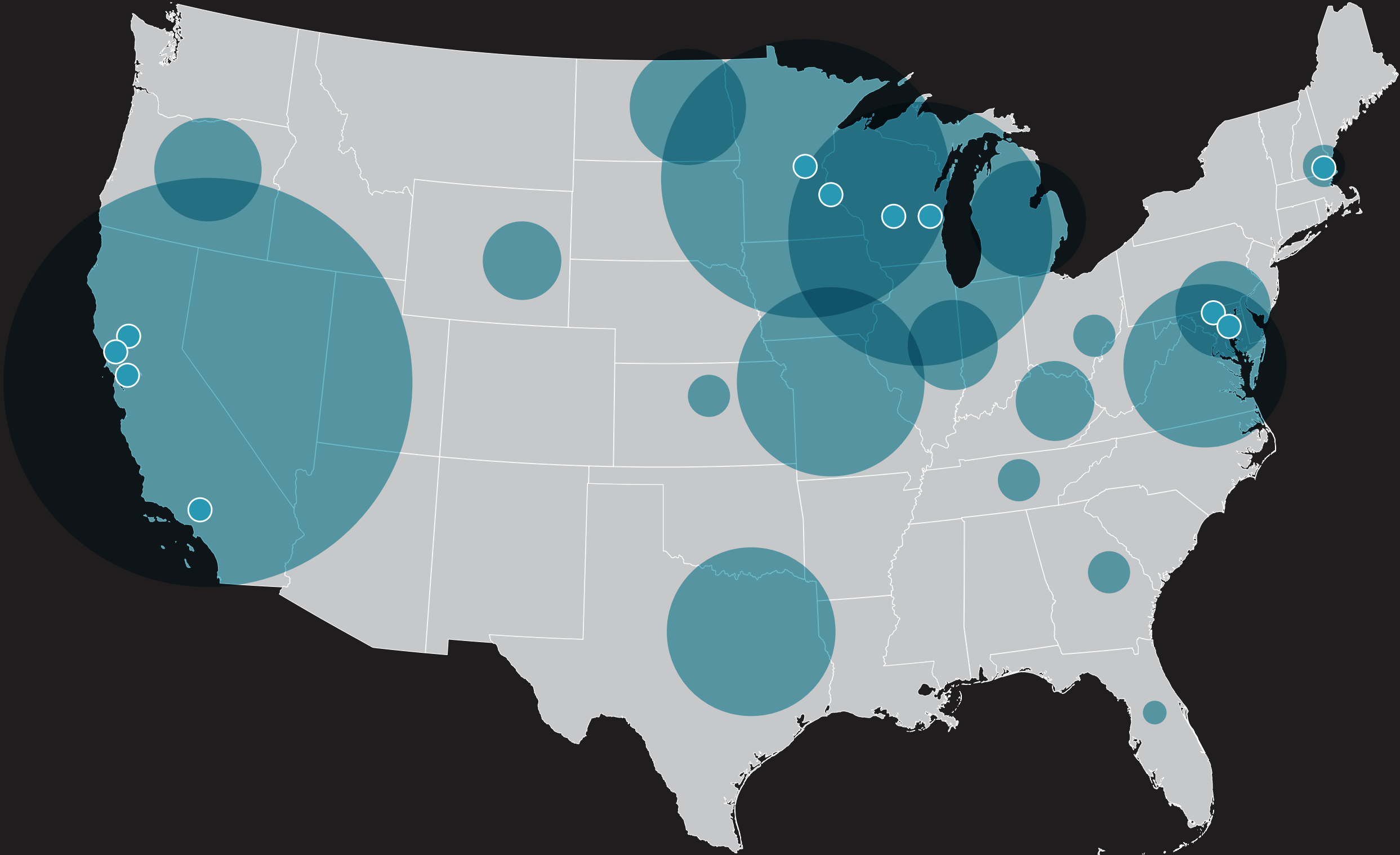
INTERNATIONAL REACH

● HGA International Projects



NATIONWIDE EXPERIENCE AND RESOURCES

● HGA offices with project volume hot spots



ENVIRONMENTAL GRAPHICS SERVICES

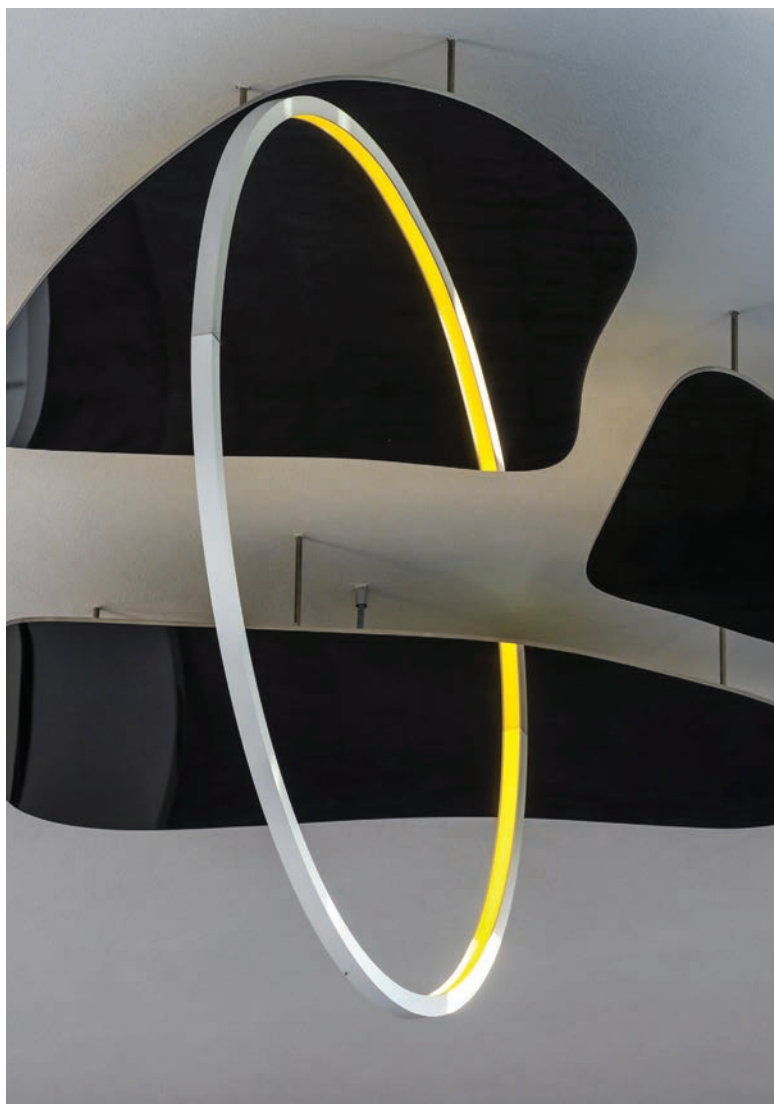
CUSTOM 2D GRAPHICS & TEXTURAL APPLICATIONS

Wall Coverings | Textiles | Wood
Painted Murals | Custom Illustration



ART & SCULPTURAL INSTALLATIONS

Paintings | Reliefs | Sculptures
Photography | Art Installations



SIGNAGE & WAYFINDING

Orientation | Identification
Directional | Statutory | Honorific



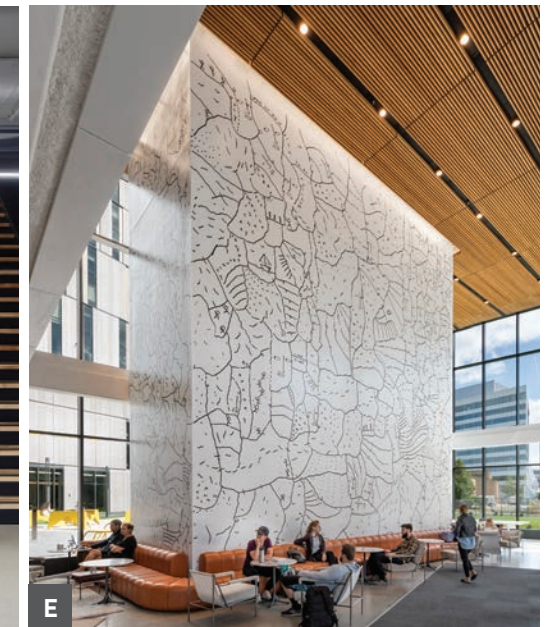
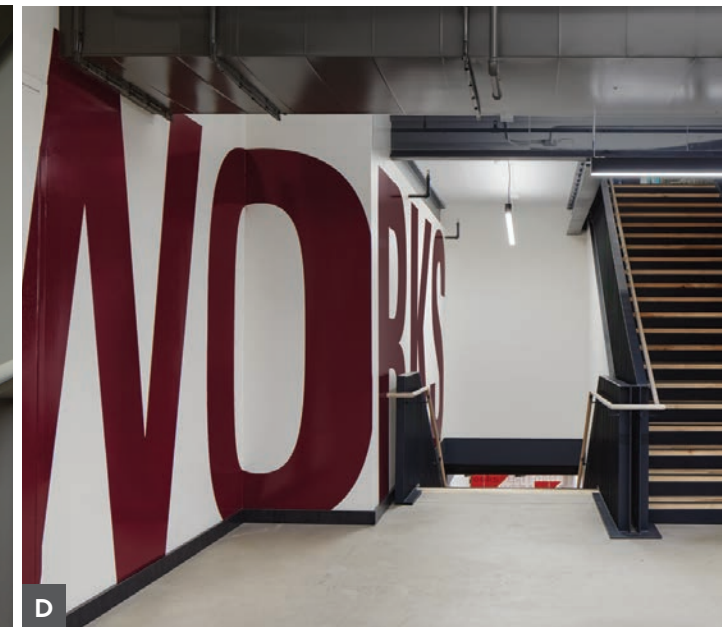
TECHNOLOGY & DIGITAL MEDIA

Interactive | Multimedia
Exhibition | Interpretive



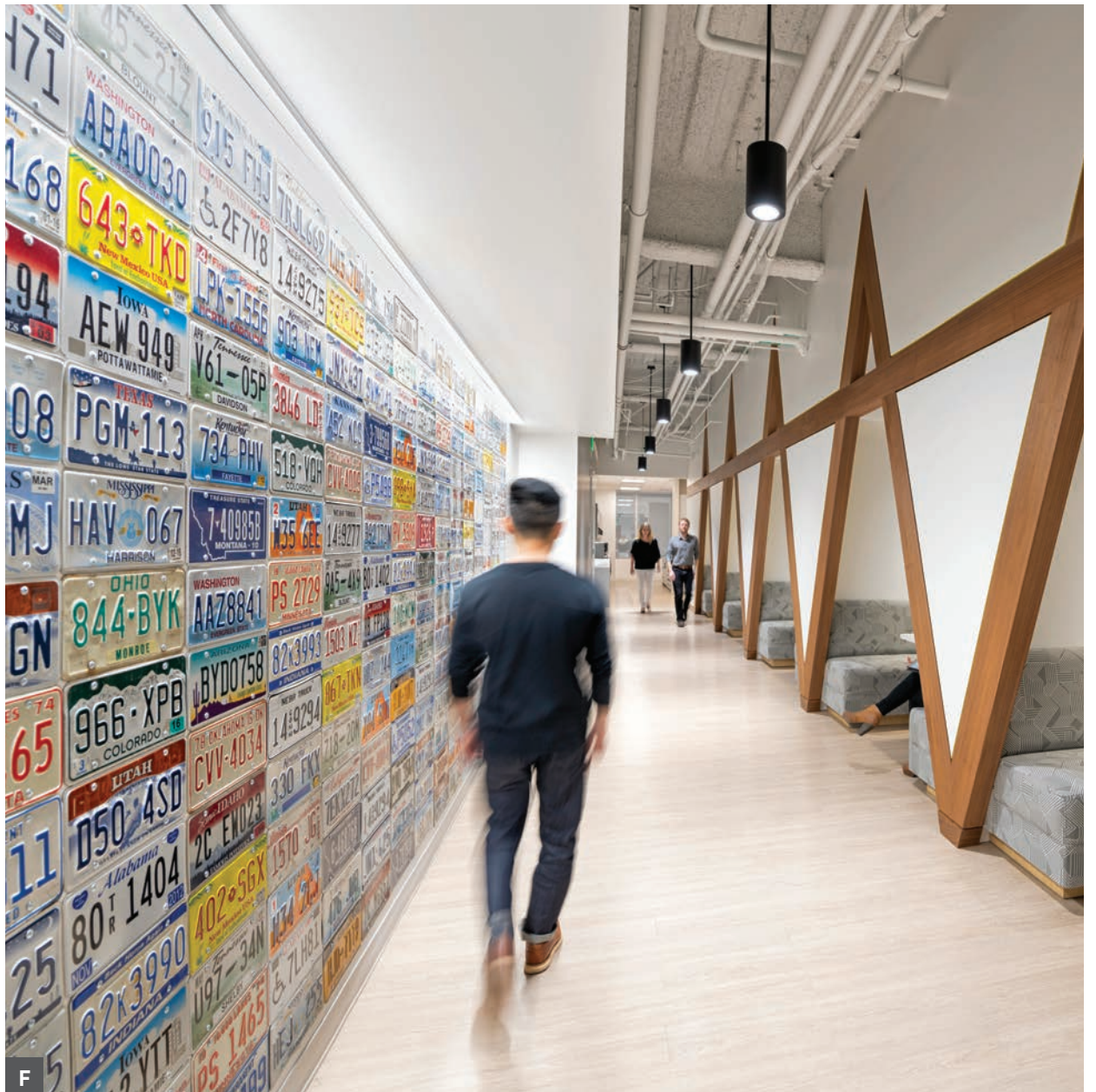
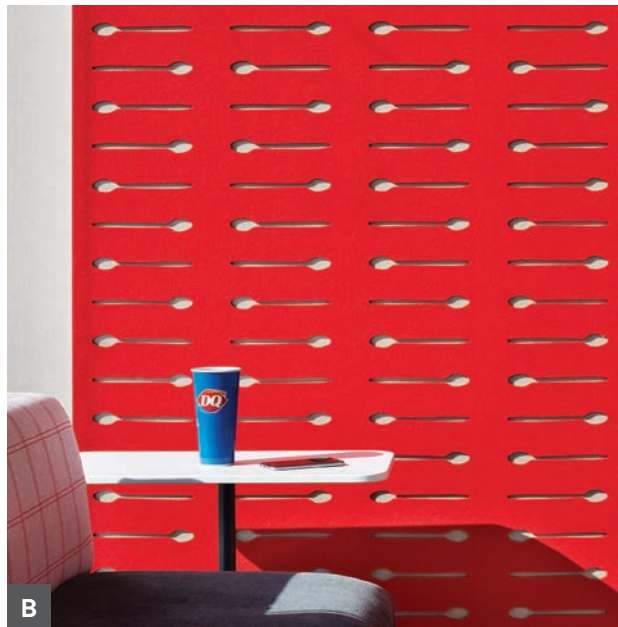
WE BUILD IMPACT WITH TWO DIMENSIONAL GRAPHICS & PAINT APPLICATIONS

Beautifying your space does not need to put a strain on the budget. You can achieve high-impact design with vinyl graphics, paint, color blocking and glazing films, and let the customized art do the work. Our skilled illustrators and graphic designers collaborate with only the best vendors to ensure high-quality and affordable materials, including sustainable options.



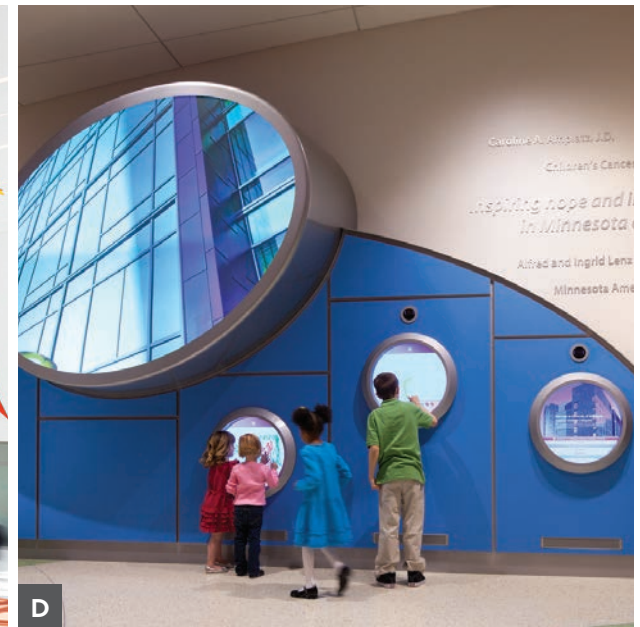
WE CREATE DIMENSIONAL & INTERACTIVE TEXTURAL INSTALLATIONS

Every company has the potential to deepen the experience of their brand. Three dimensional and textural applications create moments that are interactive, tactile and distinct. HGA's Environmental Graphic's Team is skilled at translating your brand story with strategically chosen materials such as cast resins, found objects, perforated metals and custom mosaics to bring your space to life.



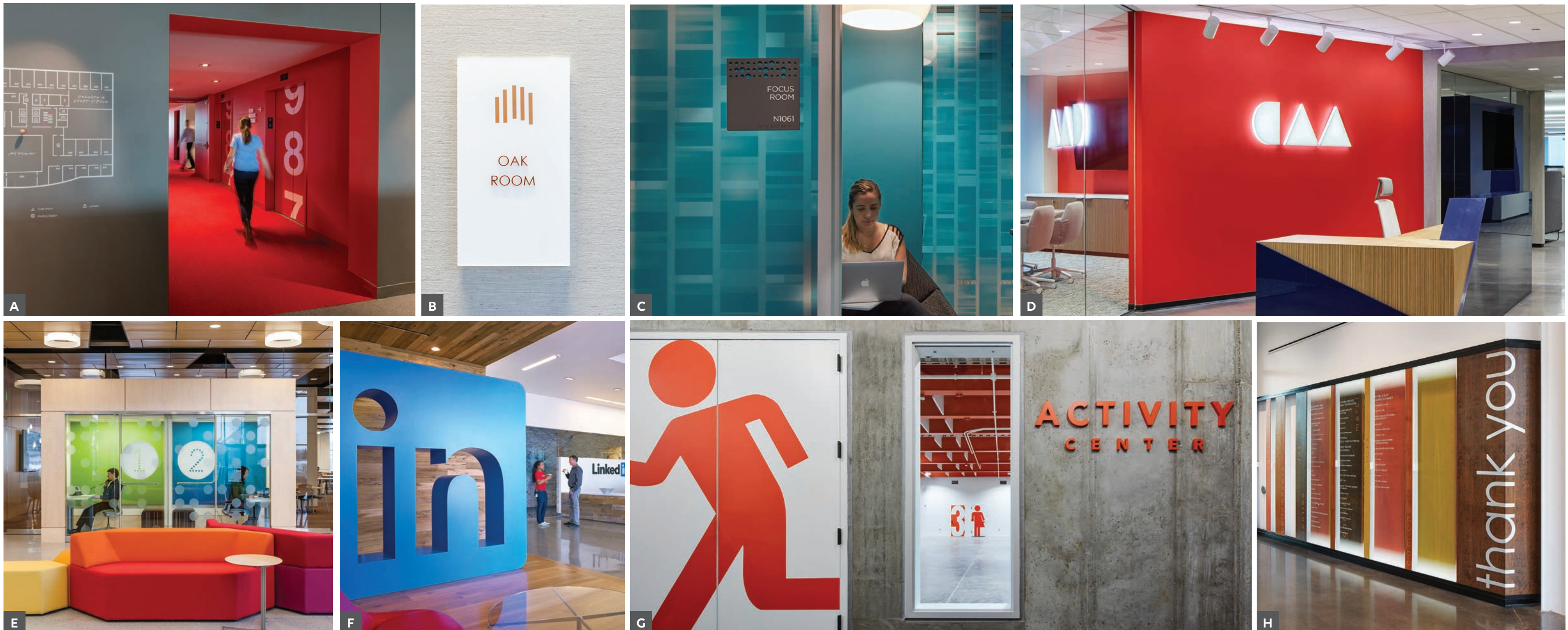
WE ELEVATE ENVIRONMENTS WITH CURATED ART & 3D INSTALLATIONS

Art is an expression of human creativity, and as such, it can activate and transform any building or campus. HGA has curated bespoke installations for a myriad of spaces, from hospitals, to educational institutions, corporate offices and beyond. We believe in inspirational power of art, and commission only the most unique designs that elevate brands and re-make ordinary spaces into destinations.



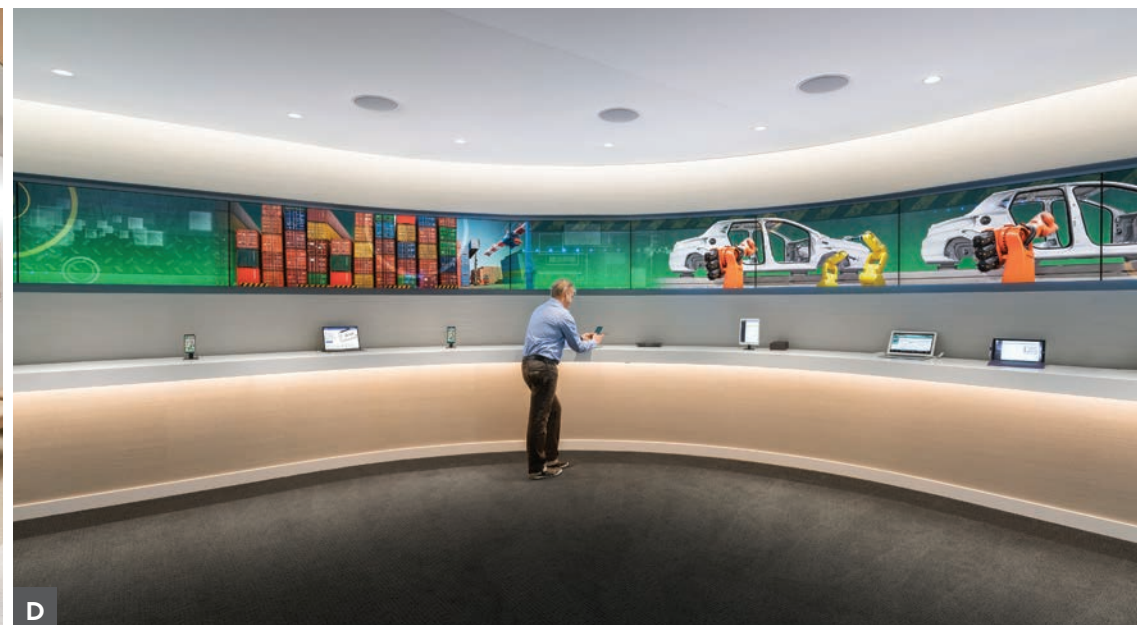
WE HELP DEFINE BEHAVIORS IN SPACE

Our first step in designing signage and wayfinding systems is to understand the users and their behaviors in your space. We tailor our solutions to your unique set of navigational problems, and integrate them seamlessly into the aesthetics of the building. Design and functionality always go hand-in-hand, which allows your users an effortlessly intuitive experience.



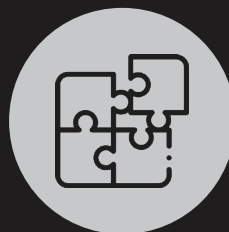
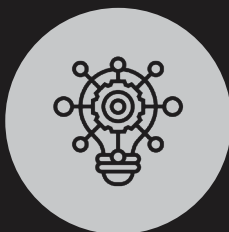
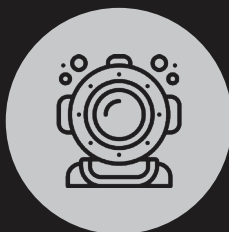
WE DESIGN IMPACTFUL TECHNOLOGY SOLUTIONS

Technology provides a radically immersive experience for your brand. The interplay of sound, color and image results in a contemporary medium that represents your company in a dynamic way. Our digital technology group serves as an expert resource that will guide you through implementation, while our digital design consultants bring your curated content to life.



UNDERSTANDING YOUR NEEDS

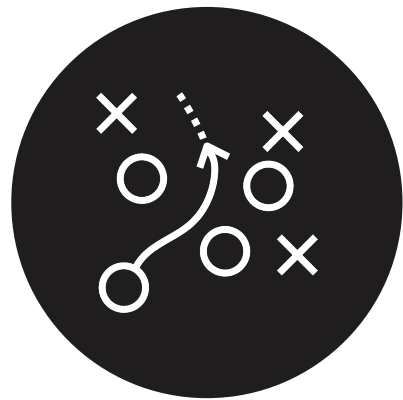
At HGA, we will work with you to identify your needs. But asking the question “What do you want?” is not enough. Our Workplace Strategy applies a phased approach that implements a variety of tools, techniques and activities to gain a deeper understanding of your processes and facility needs.



Phase	1. IMMERSE	2. INTERPRET	3. CREATE	4. EVALUATE	5. IMPLEMENT
Focus	<ul style="list-style-type: none">• Deep dive to understand the client• Awareness: between what we interpret and what we think, feel and do	<ul style="list-style-type: none">• Transform information into original insights• Desire: evolve from a position of apprehension to empowerment and intention	<ul style="list-style-type: none">• Apply insights to create a range of options• Knowledge: make the change meaningful	<ul style="list-style-type: none">• Measure options against critical success factors• Ability: test new behaviors and ideas	<ul style="list-style-type: none">• Synthesize options into a consensus-driven solution• Reinforcement: observe, celebrate and reward successes and behaviors
Activity	<ul style="list-style-type: none">• Kick off meeting• Review employee survey• Leader/stakeholder interviews• Observation• Benchmarking• Understand best practices from the previous building	<ul style="list-style-type: none">• Establish KPIs• Workshops• Create guiding principles that are specific for this site	<ul style="list-style-type: none">• Develop workplace concepts• Define resistance & issue areas• Engage project Partners to develop refined options (i.e. furniture)	<ul style="list-style-type: none">• VR Prototype• Prototype feedback• Mock-ups for workspace concepts	<ul style="list-style-type: none">• Post Occupancy Evaluation (6 months after move in)• Interview• Survey• Occupancy Sensor Study
Outcomes	<ul style="list-style-type: none">• Summarized findings of research activities	<ul style="list-style-type: none">• Project drivers (framework)• Design drivers• Key messages• KPIs• Workplace Recommendations	<ul style="list-style-type: none">• Recommendations• Change management recommendations	<ul style="list-style-type: none">• Communications Strategy• Summarized feedback from the VR Prototype	<ul style="list-style-type: none">• Summarized findings of Post Occupancy Evaluation• Recommendations for Improvement

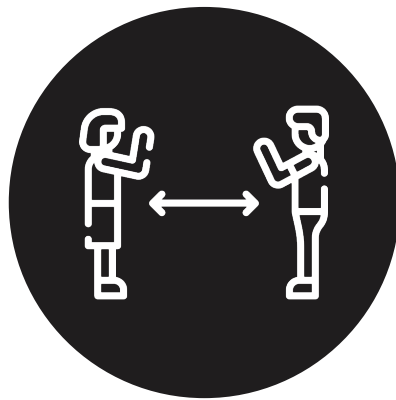
THE CHANGING WORKPLACE

EXPERTISE TO ADDRESS THE PANDEMIC



WorkSIGHT (Strategy)

Allow for social distancing in the workplace without compromising collaboration & communication, with less time in meetings through organizing, reducing, or even eliminating them.



Workplace

Design for serendipitous encounters to happen in a safe way.

Use safety measures (buffers, protocols, PPE, etc.) as an opportunity for boosting wellness, elevating brand, or enhancing culture in the workplace.



Healthcare

Adapt work flow & processes from healthcare facilities.

Implement hygienic measures. Empathy for diverse notions of cleanliness.

Make people feel they are in control of their health - not the other way around.



Lighting

Implement lighting changes to help reduce germ spread.

Increase access to sunlight for wellness benefits and natural disinfection.

Use personal devices to reduce germ spread through shared public devices.



Mechanical Engineering

Keep HVAC systems running for longer and update mechanical infrastructure to help reduce germ spread.



Sustainability

Pick strategic partners such as WELL or Healthy Buildings to help the design team achieve a space that addresses employees' concerns about privacy, health, and wellness in the workplace.

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