Since 2006, Manpower has been on a mission to align its external image with its internal personality and the broad services it provides for the entire employment and business cycle. The company’s new world headquarters, furnished by Kimball Office, goes above and beyond ‘mission accomplished.’
“Manpower’s new global headquarters is a physical demonstration of the contemporary world of work. Having a tangible embodiment of the energy you want your brand to exude provides a strong foundation on which to build,” says Jeffrey Joerres, Chairman, CEO, and President of Manpower Inc.

**Design Challenge**

Since its founding in 1948, Manpower has evolved from being a provider of temporary workers to a leader in the employment services industry. The company’s branding, however, did not reflect its accomplishments in the employment industry and the full range of services that it offers today.

That changed with Manpower’s first rebranding initiative in the company’s 60-year history, where it streamlined the many brands that existed globally across Manpower into five. The company introduced a new logo with the tagline — “What do you do?” — and in 2007, it opened its new global headquarters in downtown Milwaukee. This has helped Manpower to realign its business to reflect its new brand architecture.

In planning the 280,000 sq. ft. building, Manpower presented the design team with three main goals. The first was to support its culture of collaboration, which included consolidating 900 employees from four sites in the suburbs into a single, central location. By bringing many of its brands under one roof, Manpower is better able to convey the full range of services it provides.

The second goal was to communicate its international reach and capability. This is most tangibly demonstrated by the flags of the 30 countries generating the highest share of revenue and profit for Manpower, which line the riverfront plaza of the organization’s new building.

And the third goal was to use environmentally friendly products and processes in the building’s design, construction, and operation. Manpower’s world headquarters will be certified under the LEED® (Leadership in Energy and Environmental Design) Green Building Rating System, a voluntary set of guidelines to encourage the development of more sustainable buildings and interiors.

Overarching all of these requirements, the headquarters also needed to symbolize the notion of being warm, welcoming, and contemporary.

“Our new world headquarters reflects our personality, brand, and our unique culture by providing an environment that encourages collaboration and creativity, and embodies the energy and passion that our people bring to their work every day,” explains the project’s executive leader Mara Swan, Senior Vice President, Global Human Resources.

To help turn these goals into reality, Manpower chose Kimball Office and its Select dealership Corporate Design Interiors (CDI) to design and specify the open plan and private office solutions.
Just beyond the building’s entrance, this open, airy café is furnished with Footprint tables and versatile Bingo chairs.
The Kimball Office Solution

The four-story building resembles a bent horseshoe with structural angles and glassworks that bracket a plaza entrance, resulting in abundant daylight and views up and down the Milwaukee River for Manpower’s employees. Once inside, an airy, wide-open reception area continues the river theme with a two-story water wall, as well as a warm, welcoming atmosphere. Just beyond the entrance is a café furnished with Footprint tables and Bingo chairs.

Staff and executive offices occupy the second, third, and fourth floors and are a mix of contemporary workstations, private offices, and breakout areas. “This is where the real work gets done, so we wanted to create an environment that encouraged the different kinds of impromptu interaction that promote innovation,” explains Heather Nemoir, CDI’s Director of Design.

The open plan areas feature Xsite workstations with 120-degree angles, low panel heights, and glass tiles, allowing employees to see, hear, and work easily with each other teams. Paper management tools and specially designed storage towers keep everyone organized. The entire arrangement can also be easily and inexpensively reconfigured to accommodate new hires and additional workstations.

For the executive management offices, Ms. Nemoir used freestanding Footprint tables and wood-faced lateral files, Definition vertical storage and highback organizers, and Beo guest seating, all in a deep mocha cherry finish.

In the VP offices, Footprint components hung from Kimball Office’s patented Traxx horizontal rail system allowed Ms. Nemoir to achieve the look of custom millwork at a fraction of the cost. “Traxx lets you mount worksurfaces, storage, tiles, and tools directly to building walls. It’s a great solution for improving the efficiency of vertical space and increasing planning flexibility,” says Ms. Nemoir.

Rounding out the interior design are a range of Kimball Office conference tables and complementary furniture, and several seating lines, including Delano, Event, Skye, and Stature. Large-scale graphics of the company’s brand images keep energy levels high, while a fresh color palette of sophisticated neutrals provides a unifying element.

The interior personality and exterior image of Manpower’s new world headquarters suits the company perfectly.
“Our new world headquarters reflects our personality, brand, and our unique culture…”
Kimball Office. A place that works for you.

Product specifications: Xsite® and Traxx® systems furniture; Footprint® worksurfaces and storage; Definition® casegoods; Beo®, Bingo®, Delano®, Event®, Sky®; and Stature® seating; Conference Solutions; Fundamental® files and Perks™ work tools.

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