



collaborative media hub



work café



private respite area

Carnevale

THE CHALLENGE

Carnevale is a software development agency in downtown Grand Rapids that serves clients in more than 7 different verticals in UX design for VR/AR, IoT, and other contextual digital experiences.

Throughout their work with Steelcase on an Agile product, now known as the mapping table, Carnevale's team observed first-hand the value of what Agile principals can render within a team. It was then that Founder and CEO, Mike Carnevale, decided to adapt a foundation of Agile working within his own business's culture and environment.

In 2018, Custer began side-by-side exploration with Steelcase and Carnevale to uncover opportunities for a more adaptive way of working within the agency's existing 44 Grandville Avenue Southwest location.

Through the discovery phase of this project, together we were able to identify that Carnevale's team was using only twenty percent of their existing space in an unoptimized layout.



nomad touchdown space



work café

LOCATION & SPECIFICATIONS

Carnevale - Grand Rapids, Michigan
Completed April, 2019

SOLUTIONS PROVIDED

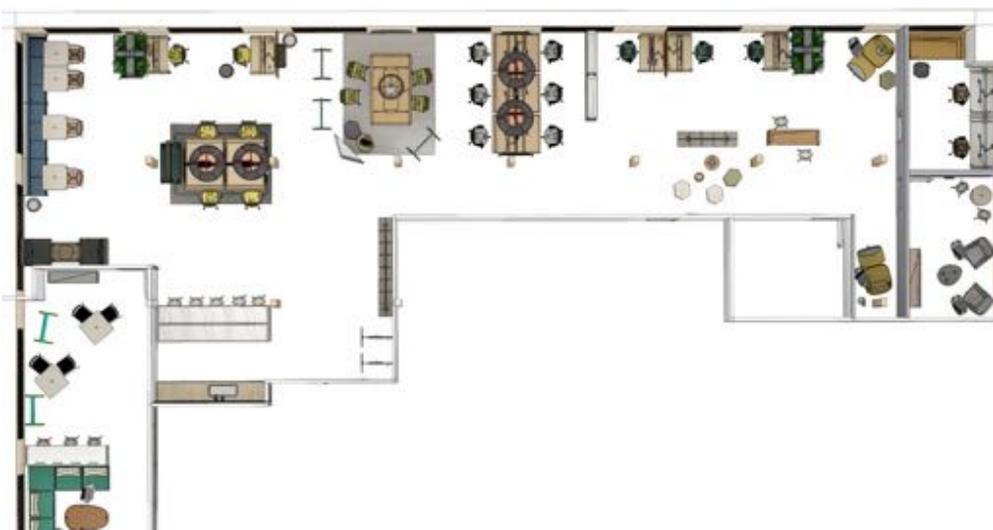
Agile + collaboration areas
Natural elements + accessories
Lighting
Flooring (epoxy and carpet)

STRATEGIC PARTNERS

Century Flooring
CS Erickson
West Michigan Lighting

FEATURED PRODUCTS

Steelcase - Viccarbe, Bivi, Sistema
Enwork Solid Surface Sawhorse Table,
Regard, Hosu



3,500
square feet

6
featured
Steelcase
products

7+
postures

3+
break out
common spaces

2
Custer subsidiary
companies
involved



THE SOLUTION

Custer worked with Carnevale staff, Century Flooring, CS Erickson, and West Michigan Lighting to create an efficient, flexible, integrated space that can adapt to the team's needs as required by the dynamic nature of their work.

Custer provided free-standing furniture throughout the entire office, including a number of multi-functional solutions in the entryway, individual touch-down areas, common spaces, private enclaves, and café.

Through creative design, the focus was set on providing non-owned workspaces, while maintaining flexibility for staff to engage with each environment collaboratively – when they choose to do so. Prior to the renovation, staff were already embracing principles of mobility through the team's use of laptops and cell phones versus otherwise traditional desktop monitors and landline telephones. Custer was able to help this team further assert their goal of mobility through height adjustable workstations. By embracing a more maneuverable layout, Carnevale staff are now able to shift between concentrated work, collaboration and socialization throughout their work day.

Carnevale's newly renovated space is an adaptive, dynamic work environment for staff to use effectively long into the future.

"Custer did a great job in laying out the floorplans and using some of the VR technologies to help us actually see what our environment would look like.."

- Mike Carnevale,
Carnevale Founder +
CEO

