

**CLIENT:** Societe Generale  
**DESIGNER:** Gensler  
**LOCATION:** New York, New York  
**PRODUCTS:** FORm\_office & FORm\_trading



### THE CHALLENGE

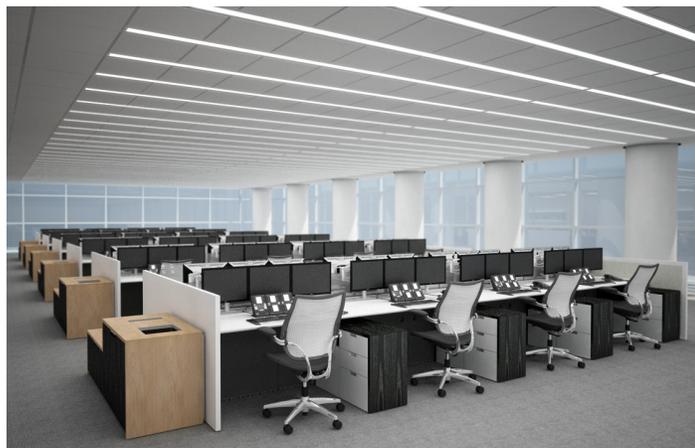
With Societe Generale's US Headquarters lease set to expire in September 2013, the Director of Facilities Management organized an executive committee to study the efficiencies of moving as opposed to renovating. Upon the completion of those studies, it became clear that the company would benefit from moving its headquarters to a new site.

In addition to this location change, Societe Generale evaluated workplace strategy, determining that it would build out a large trading floor with over 1,200 seats and create "neighborhoods" of benching for its 600+ administrative employees. The bank embarked on an expedition, reviewing all the major manufacturers in order to find a vendor that could achieve the required functionality – including adequate privacy and personal storage – while also reflecting Societe Generale's sophisticated aesthetic standards.

### THE INNOVANT SOLUTION

After a thorough review and comparison of the major manufacturers' product offering, price and on-site mockups, Innovant was chosen for both the benching and trading desk solutions. This decision stemmed from numerous details in Innovant's product design that set them apart from the competition. The product is "sturdy, well built, and easy to assemble due to its unistrut frame. The desktop design, monitor arm track and undercarriage framework for wire management are well thought out and manufactured with the highest quality materials."

Throughout the mockup process, Innovant prevailed in terms of aesthetics, quality and framework. As a result, FORm\_trading was chosen to outfit the bank's trading floor. The product incorporated tailored technology management solutions for CPU housing and access, as well as bespoke personal storage pedestals for a premium fit and finish. Innovant's proven sensitivity when using sophisticated materials and superior finishing capabilities resulted in the bank's selection of FORm\_office for its administrative benching. The bank's "neighborhoods" incorporated tailored millwork storage units and end-of-row storage centers using mitered construction. These finely-finished elements afford employees a sense of enclosure despite working in open plan.



### THE RESULT

By presenting the best solutions for both the trading and benching scopes of this job, Innovant could provide a single-source solution for Societe Generale. Since then, both the FORm\_office and FORm\_trading installations have received "rave reviews from the end-user community as they are both functionally and aesthetically pleasing."