

Steelcase WorkLife Toronto

When Steelcase examined its real estate strategy in Canada, it knew it needed to make a change to better serve its employees and customers, and to communicate its brand more effectively. The company turned to superkül to design the new Toronto WorkLife showroom as the brand's Canadian hub.

The design capitalizes on the unusual height and dimensions of the space to create a dramatic new presence for the furniture manufacturer. The 10,000-square-foot space is long and narrow with soaring ceilings; extensive southwest-facing glazing provides an abundance of natural light and broad skyline views.

The design revolves around three architectural elements or “pods”—an innovative gesture that achieves three primary design objectives: it mediates the scale of the long and tall space, it creates a different kind of workplace reflective of the Steelcase brand, and it capitalizes on expansive views of the city. The three pods articulate specific program elements: a classroom, an open teleconferencing area, and a lounge area.

Predominantly expressed in high-gloss white MDF, the pods are complemented by a sleek material palette that provides an appropriately neutral backdrop for the Steelcase product. The pods create a dynamic and transformative architectural experience that shifts the perception of the space, engaging visitors with both architecture and program along with the city skyline—in a way that differs from the typical office tower experience.

The project achieved LEED-CI Gold certification.

LOCATION Toronto ON
SCOPE Interior Renovation
SIZE 10,100 sf
COMPLETION 2013

