



“We basically want to communicate we are all the same – check your ego at the door”

– RYAN DOWNS, DIRECTOR, ARCHITECTURE AND PHYSICAL INFRASTRUCTURE

Wounded Warrior Project

Where: Jacksonville, FL; San Antonio, TX; New York, NY; Washington D.C.; San Diego, CA
Contact Name: George Hume, Filing Source, Inc.; Jennika Massari, Wounded Warrior Project;
Ryan Downs, Wounded Warrior Project
Designer: Sherri Osborne, Trendway
Sales Representative: Furniture Marketing Group
Dealer: Filing Source Inc.
Featured Products: Contrada® Raw Work Stations, Contrada® Tables, Pack® Filing/Storage,
Code® Seating, Live® Guest Seating, and Choices® Tables.

Wounded Warrior Project

Customer Challenge

- Seeking unique, highly-functional furniture that communicates the mission and values of Wounded Warrior Project.
- Wishing to reflect an egalitarian organization where hierarchy is not part of the culture.
- Requiring lower panels that allow visual access to daylight and exterior views, as well as other team members.
- Desiring a work environment that allows personalization by team members.



Wounded Warrior Project

Creating an environment that welcomes, heals, supports and honors wounded warriors as they return to civilian life.

Wounded Warrior Project (WWP) began in 2003 when several veterans and friends, moved by stories of the first wounded service members returning home from Afghanistan and Iraq, took action to help others in need. What started as a program to provide comfort items to wounded service members has grown into a complete rehabilitative effort to assist warriors as they recover and transition back to civilian life. Tens of thousands of wounded warriors and caregivers receive support each year through WWP programs designed to nurture the mind and body, and encourage economic empowerment and engagement. Their vision statement says it all: foster the most successful, well-adjusted generation of wounded warriors in our nation's history.



Each year, Wounded Warrior Project Jacksonville office and various other offices host thousands of visitors. Being a nonprofit, non-partisan organization, they rely on donor support for the programs and services they offer. WWP's Jacksonville office is also home to the Sacrifice Center. The aptly named Sacrifice Center tells the story of this generation of wounded warriors through their own words and experiences including their personal triumphs post-injury. The facility serves to educate the audience on the ways in which WWP honors and empowers this generation of wounded warriors. "The Sacrifice Center, like all our work environments, is all about storytelling. It's about sharing the sacrifices and successes of our wounded warriors as they strive to define their 'new normal.' It's all about how they are honored and empowered through the generosity of a grateful American public and Wounded Warrior Project programs and services," explains Abby Reiner, Executive Vice President Marketing for WWP.

Welcome, educate and serve



When approaching the design of their facility, Ryan Downs, Director, Architecture and Physical Infrastructure clearly saw a three-fold design objective. “First, we want our warriors and their families to feel welcomed and acknowledged for faithfully serving their country when they visit. Second, we want to convey purposefulness of Wounded Warrior Project programs to those visiting our facility – donors, visitors, members of the military.” And of course, the design needs to support the practical requirements of a facility that provides a wide variety of holistic services addressing combat stress recovery, family support, benefit services, physical health and wellness, and much more.

Sherri Osborne, Trendway designer on the project, explains, “An important space plan design consideration as we began our work was the wide range of services provided at that facility, in addition to the administrative offices.” The design objective had some critical details to integrate into the design: create an open office space plan for the administrative offices and an overall environment that communicating the Wounded Warrior Project mission to visitors.

Space Planning Hierarchy turned upside down.

Wounded Warrior Project’s design team’s intent throughout the facility is to convey a sense of innovation and non-hierarchical, openness, accessibility, and transparency at all levels of the organization. “We basically want to communicate we are all the same – check your ego at the door” says Downs. This is exemplified in the floor plan, where the Chiefs and Executive Vice Presidents are centrally located so they can interact with staff as they travel to common areas. “Chief officers must walk out of their offices and pass other offices and teaming areas to get a cup of coffee, get to meeting rooms, copiers, restrooms, and meet visitors, encouraging accessibility,” he explains. Further supporting accessibility, almost all staff areas consist of 8’ X 8’ open work stations, with the remaining ten percent as 10’ X 10’ work stations.

The open space plan was designed with proximally located departments to increase work flow efficiency and productivity. For example, the donor services team is adjacent to the accounting team. Proximity and the use of lower-height panels promote communication and quick problem solving. Such shared work environments make good use of square footage while encouraging collaboration that improves employees’ ability to get things done.¹

Trendway’s Contrada Raw frame and tile system provides distinctive features that are uniquely suited to WWP’s environment. The versatile 3¼”-deep frames create work spaces with a unique architectural aesthetic and a high capacity to support power and data requirements.

Functional accessories, like two-sided magnetic tile marker boards provide work tools throughout the service areas. The frames support multiple tile options including frosted glass, fabric, perforated metal tiles, tackboard and markerboard tiles that add visual interest and utility. The flexibility to use Contrada with other Trendway systems, filing and storage provides a product platform that will grow with WWP as they develop new programs and continue to transition program recipients into new stages of their path to recovery and integration into civilian life.

Transformative multi-purpose rooms can easily be used for a variety of uses like training, presentations, team building, and events. Choices nesting tables and multi-purpose seating solutions are quickly reconfigured for a variety of uses. All meeting rooms and quiet rooms continue to reflect their mission through graphic visual elements.



WWP understands the close scrutiny nonprofits face and believes such transparency needs to be conveyed in the facility's design, where donor events are frequently hosted. Contrada Raw tile options achieve the transparent image WWP desired. Frosted glass tiles and perforated tiles were perfect options to achieve this goal. The use of glass tiles throughout the facility conveys the philosophy, "You can have a private conversation; but it shouldn't be private that you are having a conversation," says Downs.

Beyond functionality, Contrada Raw makes a distinctive design statement that supports a healing, team-building environment. "In many respects, the facility design needs to convey a sense of wellness, an inviting and innovative environment to move forward after traumatic emotional and physical injury," explains Trendway designer Sherri Osborne.² Wounded Warrior Project space plan, interior design, and product selection conveys care and respect for wounded service members by taking a holistic approach and create a "home away from home".³

Contrada Raw tiles offer a high tech look while still having the capability to add warmth to complement the distressed wood, bold color palette, lighting and use of natural light throughout WWP's Jacksonville office. The perforated tile, another design element added a high-technology subtle eloquence of how natural elements meet the modern workspace. Lower panel heights allow natural light to flow throughout the facility – another element that adds improved productivity and well-being in the workplace.



Wounded Warrior Project logos displayed on Contrada tiles forms part of a visually cohesive graphic communication system shown to make a positive statement and reinforce WWP mission. “While product in itself does not convey our mission, Contrada Raw is a catalyst to personify our core values: FILIS (Fun, Integrity, Loyalty, Innovation and Service), which is the foundation of who we are and our work style”, says Downs.

The Perfect Match.

Prior to selecting a furniture supplier, Wounded Warrior Project's design and marketing team visited Trendway's Customer Center in Holland, Michigan to view the Contrada Raw system, tour the manufacturing facility, and meet with the customer satisfaction team. “When we left, we could easily repeat Trendway's mantra “we like to make our customer's life easier” --- “that is exactly what we like to do at Wounded Warrior Project,” says Ryan Downs. In addition, the “On Time or On Trendway” resonated with WWP's philosophy of critical timing in program deployment to our wounded warriors.

Trendway dealer George Hume, provided seamless support through the design, specification and installation of the project. “George has been right on top of this to answer questions, bring samples, and help convey our needs” according to Downs. With George's dealership, Filing Source, Inc. nearby in Jacksonville, Florida “he's been a face-to-face contact who understood what we were trying to achieve.”

Perfect match for all parties!

Read more about Wounded Warrior Project: <http://www.woundedwarriorproject.org>

¹ View www.iida.org/content.cfm/the-power-to-be-productive to learn about elements in the workplace that increase productivity and efficiency.

² View www.iida.org/content.cfm/the-power-to-restore to learn about healthcare design elements that impact health and wellness in healthcare facilities and corporate environments.

³ View www.iida.org/content.cfm/under-the-influence to see how overlapping design concepts to create a “home away from home”.