



TOP PROJECTS: The Hennepin Healthcare Specialty Clinic, above, design makes generous use of windows to provide ample natural light and stunning skyline views. Ecolab, left, created a work environment that encourages collaboration.

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DESIGN THINKING

“UNEMPLOYMENT RATES ARE AT A historical low, which makes the competition for talent staggering,” said Berk Claiborne, the owner of Minneapolis-based Fluid Interiors in a recent email exchange. “An outdated, inefficient and unattractive workspace puts your company at a competitive disadvantage.”

Design matters. Good design delivers more than aesthetic value; it solves problems, brings people together and adds value in myriad ways. In the feature Better By Design, writer Brian Martucci looks at how both owners and tenants benefit when attention and investment is given to office renovations.

Good design is also the driving force behind the honorees featured in our annual Top Projects package, which recognizes 40 of the best, from hotel and housing to schools and hospitals, to corporate campuses and even a museum, seeking to make meaningful connections.

When Land O’Lakes set about creating its new workplace, it soon realized that it didn’t really need more space, they needed different space. “They wanted a hardworking building that could do multiple things at once,” says Tony Layne of Perkins+Will, who served as architect of record. Jack Links also wanted to reinvigorate its work environment when the jerky maker moved into a downtown Minneapolis space, partly visible to skyway passersby. The result: “one-part corporate headquarters, one-part R&D lab and two-parts brand playground.” The new Bell museum gallery space is immediately appealing, but its design also reflects its brand values in unseen ways. Technology and other innovations helped it achieve a greater than 75 percent reduction of its carbon footprint.

And here at *Finance & Commerce* we hope our attention to design with this new magazine creates its own elegant and inviting environment.

Congratulations to our Top Projects honorees. Thank you for the work you do and for the example you set for others.