

Steelcase



## QUARLES & BRADY LLP TAMPA, FLORIDA

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## CREATING AND SUSTAINING A NATIONAL BRAND

Effective law firm branding requires more than a well-designed logo, catchy slogan and well-dressed attorneys.

“Recently, a third-party market research group asked our clients what stands out about us, and they gave us industry-leading scores in the category of ‘Commitment to Help,’” says John J. Peterburs, executive director of Quarles & Brady LLP, a national law firm providing broad-based legal services through a strong network of regional practices and local offices. “That essentially defines our brand. We’re approachable and friendly, with none of that haughtiness or

intimidation factor so common to national law firms, and we design our office spaces to reflect that culture of openness.”

This emphasis on brand defines how Quarles’ developed plans for their new office location in Tampa, Florida. “Establishing a consistent brand experience within the design of all of our offices has long been a priority for us,” says Peterburs. “We wanted our Tampa office to reflect our firm culture in the ways our other offices do, while still representing the unique qualities and characteristics of Tampa.”

In addition to brand, Quarles was also focused on the functional and practical aspects of the design of their new space.

Peterburs explains Quarles’ main goals for their Tampa location:

# CUSTOMER STORY



Board room with a view is equipped for the meetings of today and flexible enough to accommodate the technology of tomorrow.

**cohesive brand experience** - “It’s crucial that our spaces create experiences that are consistent and memorable across locations - both for our clients and our employees.”

**maximized real estate** - “As workers and work styles change with advancing technology and increasing client demands, we need to work smarter by reducing our footprint and optimizing our physical space.”

**attract and keep great talent**— “As we move into the future, it’s especially important for us to attract (and support) a multi-generational workforce. Our office designs become recruiting tools.”

**innovative design**— “We want to lead the way in legal firm design, differentiating ourselves from competitors in our market. All of our offices have a clean, modern and high-tech look.”

## DESIGN

In order to meet their goals for their new space in the Bank of America Plaza in downtown Tampa, Quarles

turned to trusted partners who had helped them create beautiful, innovative spaces for their Milwaukee, WI; Madison, WI; Washington, D.C.; Naples, FL; Tuscan, AZ; Phoenix, AZ and Chicago, IL offices.

Quarles’ design has been recognized and benchmarked in the legal

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— David Beyer, managing partner,  
Tampa Quarles & Brady LLP

industry. The Chicago office was the first LEED CI Gold law office in Chicago and was given the “Environmental Design Vision Award” at the 23rd Keep Chicago Beautiful Awards.

“Quarles looks at their facilities as a way to leverage space to energize and build upon existing and new client awareness and loyalty,” says

Patricia Algiers, president at Chemistry in Place<sup>SM</sup>. “Through good design, they create environments that impress and inspire, while also helping their legal teams and staff work more effectively.”

“One of the most important factors of the design of the Tampa location was creating a space that personified the Quarles brand while also reflecting the uniqueness of the city of Tampa,” adds David Beyer, managing partner, Tampa office. “This is one of the reasons that the Tampa office was recently a finalist in the Tampa Business Journal’s ‘Coolest Offices in Tampa’ contest.”

In stark contrast to the dark, somber wood of the Bank of America Plaza’s public areas and other tenant spaces, Quarles’ new space is light and airy, reminiscent of sunny skies and ocean breezes off the bay. Colors and materials typical to Tampa were selected for the space but used in interesting ways, creating an element of surprise and intrigue.

**CUSTOMER  
STORY**  
QUARLES & BRADY LLP



The entrance, waiting and common areas are elegant, distinguished and welcoming. “As with our other locations, we wanted to encourage our attorneys to entertain and build relationships by positioning our office as a ‘gathering place’ for clients and prospective clients,” says Peterburs.

In addition to creating a “hub” for client interaction, Quarles needed their Tampa space to appeal to a diverse, multi-generational workforce. “Younger attorneys want to work in exciting, more collaborative spaces. At the same time, there’s an element of quality and prestige that is expected as well,” says Beyer.

## SOLUTION

Leveraging the spectacular 34<sup>th</sup> floor views, Quarles was able to create board rooms and attorney offices that retained the distinction of a high-end legal firm while also incorporating versatile, collaborative furniture solutions that accommodate workers’ needs for teamwork, technology integration and flexibility.

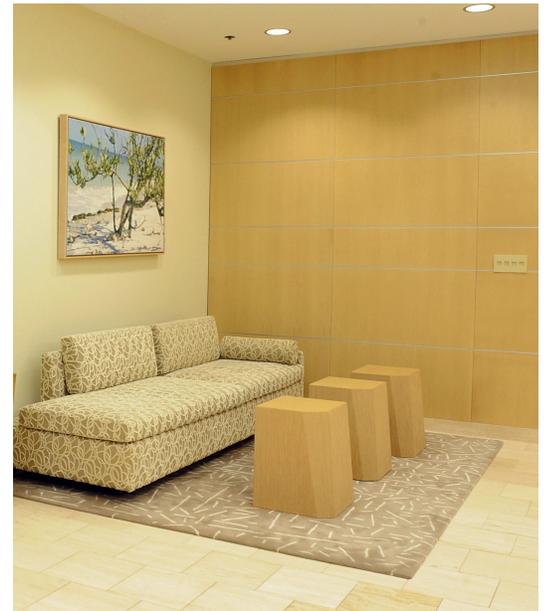
Similarly, administrative and secretarial workstations are equal parts attractive and effective. Designed to take advantage of both vertical and horizontal workspace, each workstation beautifully accommodates heads-down work and impromptu

collaboration while optimizing valuable real estate.

Throughout the entire space, each design consideration, including workstation layouts, furniture selections, lights and finishes, was carefully weighed in order to create a high-performance work environment that personifies Quarles & Brady’s identity in a way that’s unique to Tampa.

“By focusing on Quarles’ key goals, we were able to create a highly functional and truly beautiful space that really relates to Tampa and to the clients and staff they hope to attract. We incorporated furniture and design standards in use at other locations in unique ways to create the perfect blend of the Quarles & Brady brand and the look and feel of Tampa, Florida. It’s beautiful and completely unlike any other firm in the area,” says Algiers.

“The Tampa office is everything we hoped it would be and more” says Beyer. “Our team loves working in the new space, and our clients are surprised and impressed when they visit for the first time. It knocks them off their typical expectations of a big law firm, makes them feel more comfortable, and helps convey the message that we are here to take care of them.”



**An attorney office with spectacular views from the 34th floor (left): a beautiful, welcoming reception area that reflects the look and feel of Tampa**

## STEELCASE PRODUCTS

- Akira tables
- Amia task chairs
- Await Ottoman and Bench
- Collaboration side chairs
- Elective Elements 6
- Evaneau
- Host credenza
- Impact workstations
- Leap task chairs
- Montage workstations
- Tree tables
- 900 Series lateral files

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