



Vibrant view of the main lobby area.



Breathing Life Into a Corporate Headquarters

On October 28, 2015, at 7900 Legacy Drive, FedEx Office hosted a grand opening event for our brand-new, state-of-the-art corporate headquarters. Driven by a desire for a more modern space for the company, we chose to relocate to North Plano, in a burgeoning intersection of new corporate headquarters and highly desirable talent.

Of course, constructing any new headquarters also involves designing the interior. When undertaking a corporate environment design, several details must be taken into consideration. First, a company must consider their corporate culture. Is the work atmosphere casual or formal? Hectic or relaxed? Another important consideration is the desired effect of artwork and design — should the workplace inspire a personal reaction, serve as a status symbol, instill team member pride, brighten each day or work as a combination of all of these? And

finally, one must carefully consider the tone and message of any art, the use of color in the space and the frequency with which creative elements should be refreshed.

How It All Came Together

When it came to the new FedEx Office headquarters, we took all of these considerations in mind to create a dynamic and vibrant office with inspiring art spread across the building. After studying other corporate headquarters across the world, we got to work transforming the new office into a dynamic art gallery space inspired by the modern building in which it would be housed.

Our design team purposefully chose modern art that reflected our position as a forward-thinking company. We also created art pieces inspired by iconic elements from FedEx, as well as pieces that celebrated

company milestones and current team members. To showcase the printing capabilities of FedEx Office and to inspire team member pride, we printed each art piece on a different substrate and printed various pieces through our nationwide printing network. This extensive printing and distribution network delivers best-in-class printing, some of which is now proudly displayed at our new headquarters.



Collaboration area with a view of the mosaic.



Closer look at the eye-catching sticker art piece.

From start to finish, the headquarters design was an exciting journey of discovery for the brand. Throughout the creative process, a team dedicated to the design project would vet each new design before presenting it to several key stakeholders. Once the team was on board, creative files for each unique piece were sent to different closed-door production facilities throughout our national printing network. After printing, each piece received a placard listing the title, printing material and printing location before being shipped by FedEx to the new FedEx Office headquarters in Plano. Upon completion of the installation, local media and other community partners were invited to our grand opening to take a tour of the new office and view our art gallery. Now we'll take a closer look at some of the media's favorite pieces (and our team members' too).

The Lobby

The lobby is the most public-facing area in any office. Knowing that vendors, executives and team member candidates would spend time in the lobby, and that team members would walk through it every day, we chose to create art pieces inspired by FedEx.

In creating the sticker art piece, the team drew inspiration from iconic shipping materials to design something that gave an artsy nod to the shipping side of the business.

For the skyline piece, we used high-quality color inks and substrates as the medium to pay homage to the printing side of the FedEx Office business. The vibrant image of the iconic Dallas skyline instills pride

in local team members and serves as an impressive visual for out-of-town visitors.

The Stairwell / Elevator

Our new headquarters is a four-story building with most team members working on the second through fourth floors. Knowing this meant almost every team member would take the stairs or elevator every day, we wanted to create a piece that would look impressive in the heart of the building but also remain fresh day after day.

Working with a local artist to further highlight the creativity of our home city, we implemented a striking mosaic piece that spans all four floors of the open stairwell. On each landing, a companion piece communicates a FedEx Office milestone in a complementary color to the mosaic. The mosaic features several pops of color



that align nicely with FedEx brand colors and, together with the milestones, create a moving piece that escorts team members all the way up or down the stairs.

The mosaic also comes to life in each of the elevators, brightening every trip between floors. And just as all the individual pieces of the mosaic work together to create a larger, more vibrant piece of art, our diverse group of FedEx Office team members comes together to form a unique perspective as well as a driven and successful team.

Learning & Development Corridor

As the most trafficked area of the building for team members visiting from across the country, our Learning and Development wing was the perfect place to put focus back on our team member success stories. Here we highlighted actual team members, featuring team member portraits and info about their division at the company alongside inspiring quotes and tenets of the brand. Around the team members are brand icons used as a backdrop, adding movement and creating a dynamic visual as team members traverse the hallway.

Team Member Reception

So, we redesigned our headquarters and it looks incredible, but the question that really matters is: What do the team members think? Our 1,200 team members, across 265,000 square feet and four floors, can't get enough of the new space. Daily, they experience the modern and artistic aesthetic of the new office. Team members take pride that every single piece was printed in our network. And they revel in the color and vibrancy of the new workspace that stays true to company culture. Both FedEx Office and our team members love our new Plano headquarters. If you're considering a headquarters redesign, or just a facelift, we'd be happy to share more of our learnings and even help you print your next project. Discover more at

fedex.com/corporateprint

Stairwell view of the dynamic, four-stories-tall mosaic. All photos by Michael Robinson, mrobinsonphoto.com