

A photograph of a modern office interior. On the left, a row of pink chairs with white frames are arranged around a long wooden table, creating a collaborative workspace. In the center-right, there's a wooden counter or desk area with a laptop and a coffee cup. The background shows large windows looking out onto a city skyline at night, and the ceiling features modern, illuminated pendant lights.

SUPPORT SPACES

# work **LOUNGE AREAS**

Open gathering spaces for  
**COLLABORATION** and **SOCIALIZATION**

# design a welcoming **DESTINATION**

Your employee lounge should be inviting and welcoming—the perfect gathering spot to relax, recharge, and connect. Ideally, it will have a variety of seating options, from comfortable soft seating to standing-height tables and stools to private booths or pods. These seating options set the stage for the types of interactions employees crave throughout their workday and provide the space to unwind and unplug for just a bit. As always, before you jump into the design process, take an assessment of the overall size of your space and the number of people it will need to accommodate. We can help create the perfect lounge floorplan to meet your unique numbers and needs.





**PRODUCTS SHOWN**

Global Wind Linear, Global Princeton, Global Sas,  
Global Corby, KFI Studios Umage Acorn



#### PRODUCTS SHOWN

Global Citi Square, Kate, Wind, Swap, Moda, Zira, Stream,  
and Princeton; Waddell Pallet Wall; ezoBord Geo Cloud





## PRODUCTS SHOWN

Global ML Park & ML, Global Swap, Global Moda, ezoBord Grid Canopy

# THE PERFECT PLACE to (productively) pause

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When we think of an office lounge area, we often imagine an open space to connect with others and socialize. Recent research shows, however, that many employees prefer doing their focused work in a relaxing lounge setting as opposed to a traditional work environment with a desk and task chair. If that's the case with your own work teams, explore options that allow work and relaxation to coexist in the same place. Many modern lounge products come equipped with built-in charging hubs, for instance; and mobile laptop tables that can easily be pushed and pulled out of the way could be an ideal addition to a work lounge.



**PRODUCTS SHOWN**

Global Jeo, Laminate Tables, Ballara, Drift, and Zira; FUNC. Yakka; Claridge Glassboard with Invisi-Mount

## What Do Google's New Longer Snippets Mean for SEO?

### What industry did it affect?

For all industries, except travel (which I think is still too early to tell)

Two days ago, the Search Quality Guidelines (SQG) were updated to reflect longer snippets.

It's been a week since Google announced the update, so it's reasonable to assume that Google has

already applied the update to their search results.

For example, the following snippet from a recent search for "best laptop under \$1000" is much longer than what we've seen before:

Google has officially applied their guidelines and the display limit for long snippets.

When?

Google's new 22% CTR rule (which was introduced in 2010) and rolling out to SERPs at SERP Con (hosted by MozCast) on Dec. 2, 2015.

How will this affect SEO?

A) Changes how marketers should write explosive meta descriptions

B) May impact CTR, probably negatively (lower clicks)

or less search queries, or possibly more clicks on lower snippets. Since the snippets do a better job of describing the content, they may be more enticing.

C) May lead to lower CTR further down the SERP as more reading is required.

What Should SEOs Do?

A.1. Prioritize your most important search landing pages and rework meta descriptions for the longer snippets.

A.2. Consider CTR or clickthrough percentage for describing changes to content from 165 chars, up to 300-500 chars.





# CASUAL & comfortable

*Blending relaxed furnishings and accessories within a common space allows you to modernize your workspace—supporting more satisfied and productive teams.*

Take inspiration from home and hospitality environments to create relaxed touchpoints throughout your common lounge areas. Incorporating residential design elements into workspaces softens the transition as workers return to the office and encourages movement and usage. Simple swap-outs and creative thinking can take an workspace from traditional and expected, to comfortable and welcoming.

## PRODUCTS SHOWN

Indiana Furniture Isla, Indiana Furniture Me, Myself and I, Magnuson Group GREENCLOUD, FUNC. Alinta



#### **PRODUCTS SHOWN**

Safco Resi, Safco Hospitality Cabinets, Safco Lounge,  
Safco Mirella, Safco Learn Cylinder Seat, FUNC. Lingo



# PROMOTE personal connections



## PRODUCTS SHOWN

Safco Resi, Safco Lounge, Safco Oasis, Safco Bosk,  
Magnuson Group KASKAD





#### PRODUCTS SHOWN

Indiana Furniture Fifteen Pods, Natta, and Spirit;  
Magnuson Group UMEA and GREENLIGHT;  
ezoBord ezo on ezo







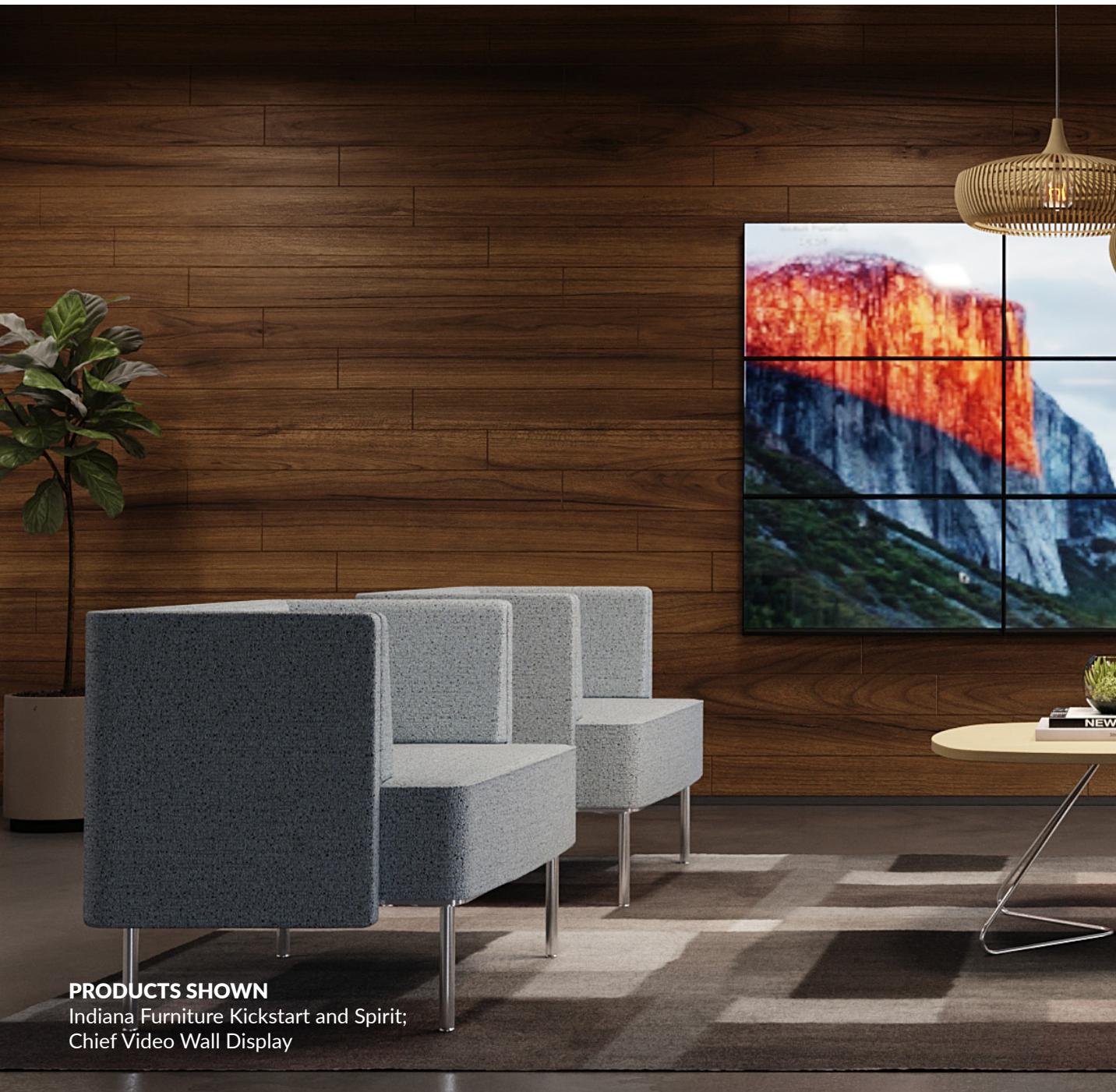
# the perfect **BALANCE**

*Everyone strives to find their ideal workday rhythm. Support your team by giving them space to find their stride.*

By offering comfortable options and supporting freedom of movement throughout the work day, lounge environments promote workers' physical and emotional well-being, with benefits that ultimately carry over to the organization in terms of productivity and morale. Providing settings to support this sense of balance between worker and workplace go a long way.

## PRODUCTS SHOWN

Trendway Plus, ESI Motific, Magnuson Group PIC, Chief Video Wall Display



**PRODUCTS SHOWN**

Indiana Furniture Kickstart and Spirit;  
Chief Video Wall Display



# other bright IDEAS

Complete the space  
with thoughtful  
design details and  
environmental  
improvements like  
sound-masking and air  
purification to further  
enhance productivity  
and well-being.



**Contact us for more information about our:**

- **Return-to-work resources**
- **Art and biophilic design programs**
- **Sound-masking installation**
- **Air purification systems**



Full-service art consultation is available, as well as custom and branded art.



Green walls and plants increase human connectivity with the natural world.



Professional-grade air purifiers eliminate the spread of germs and viruses.

