

Newell Brands International Design Center Addition

3300 research way | kalamazoo, michigan 49008



Project Delivery
Construction Manager

Project Size
23,000 SF

Use Type
Research / Production – Addition
New Construction

Owner
Newell Brands
3300 Research Way
Kalamazoo, MI 49008

Architect
Byce & Associates
487 Portage Street
Kalamazoo, MI 49007

Interior Designers
Perkins & Will
410 N. Michigan Avenue
Suite 1600
Chicago, Illinois 60611

After AVB's successful completion of the 40,000 SF, Newell Brands International Design Center, AVB was reselected to partner with Newell Brands to construct the Design Center's new addition.

The addition features state-of-the-art design elements such as 1 way glass installed in the immersion rooms for product testing. The paint used is both magnetic and white board marker compatible to help promote creativity. Ash wood, a prominent design element in the first phase, was incorporated into the addition as well. The immersion rooms, for the design teams of various divisions of the company to compare and develop products, were denoted by the same ash wood slat design found in the first phase. Ash wood was also used to wrap the structural columns and ceiling beams of the addition.

The collaboration-inspiring open floor plan also features huddle rooms, open office area, a feature conference room, common assembly space, and a mezzanine. The mezzanine is made up of open office space and product testing areas.

The first phase remained occupied throughout the construction process. AVB successfully completed the innovative space on time and on budget.



Common Assembly Space



Feature Conference Room



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