



CULTURE

Gail Davis unveiled a new tradition and symbolic centerpiece. Every guest speaker visiting GDA, autographs an acrylic podium displayed in the bureau's lobby.

BRAND

Graphics and interior designer, Kelly Cavener designed the GDA Speakers logo. Cavener recommended projecting the logo for reception identification. This wall also illuminates GDA speakers and events as well.

SPACE

Luke Davis, Stream Realty, recommended glass panels by each door and a window between the conference room and hub to open the space. Business Interiors provided a space plan and furniture that supports GDA Speakers culture and brand.

FOUNDER AND PRESIDENT OF GDA SPEAKERS

Gail Davis has a lot to say about branding. Her focus has been, and always will be, on relationships and experiences.

After 13 successful years in business, Gail Davis and Associates became GDA Speakers. With the name change came a new look and new location. *“Our move to Dallas and our new brand are game changers for us. We want to be in the heart of the city. It’s better for our younger employees, it’s better for the style of our business, and there’s great energy in Uptown. Dallas is on fire in terms of businesses and relationships. It was time for us to be closer to the conversation,”* said Davis.

GDA represents 3,500 speakers worldwide with less than a dozen dynamic staff members. The bureau had been in the same building for 11 years and was moving 24 miles from Colleyville to Dallas. Following a detailed timeline, GDA made a successful move on its own with a core of three dedicated to the task. Important outside team members included Luke Davis, Stream Realty; Kelly Cavener, graphic/interior designer; and Business Interiors’ Natalie Anderson, furniture supplier.



BUSINESS INTERIORS

“ GDA Speakers is a company that really lives its brand...you name it...from the phone number to celebrity scrapbooks. It was a pleasure to work with their team and to help reinforce their story throughout their work space. ” NATALIE ANDERSON, BUSINESS INTERIORS

OBJECTIVES

GDA Speakers new space is a boutique office ideally located in uptown, Dallas. The bureau was considering a space plan that incorporated new wall and panels. Business Interiors' Natalie Anderson was able to meet with GDA's founder and president, Gail Davis and review the space prior to finish-out. Gail needed a space that supported staff/speaker/client interactions. She wanted the space to reflect GDA Speakers image without an upscale expense. While the business was dynamic and thriving requiring additional staff, the square footage of the new space was comparable to that of the previous. Natalie also learned that the bureau's staff was predominately Gen Y-ers with group work preferences.

SOLUTIONS

After getting a clear understanding of GDA Speakers and how the staff works, Natalie took her ideas and furniture recommendations to Jordan Riley, Business Interiors Design and Space Planner. The two developed a plan with an open setting in the hub of the offices without panels and reduced drywall. This way, the staff could easily share information and work in impromptu teams. Real estate was put to maximum use. The natural light from an adjoining conference room/hub window and doorways was also optimized.

Business Interiors represents manufacturers committed to quality and service. Three were selected with lines supporting the bureau's requirements. The furniture is modular with the flexibility to add-to or reconfigure with the growth of the company.

- The open appeal of the hub was enhanced with HON Voi, a collection that earned the Grand Prize Product Innovations Award by BUILDINGS Magazine. Used in the shared



offices as well, Voi's light scale and clean white surfaces continued the open, airy appearance. Its layered work surfaces and storage towers met the personal needs of the users.

- The Napoli Series by Mayline, with modern clean lines, was selected for the main conference room and executive office. The conference table housed technology connections. The casework's curved surfaces utilized space and provided definition. The mahogany finish added a rich contrast to the offices and matched the built-in shelving.
- HON Basyx task seating with comfort mesh backs was used throughout the offices enabling chairs to move about and "belong" in any room. Voi mobile tables also worked together or separately, as needed.
- The lobby featured the smooth profile of National's Swift lounge chair. Swift is also modular with design options and expansions.

The meetings with Gail and GDA's task team were full of energy and excitement. The plan and furniture recommendations were immediately tweaked and approved.

The team added GDA Speakers logo reversed from frosted film on the adjoining window between the hub and conference room providing semi-privacy and brand imagery. Referencing Natalie's design, the Stream Realty constructed shelves in the lobby and Gail's office. The shelves display over ten years of memorabilia from speakers and events GDA has successfully hosted. Natalie also worked with Gail to select finishes, paint and carpet.

RESULTS

The offices of GDA Speakers are highly functional to staff, and inviting to guests. With an understanding that branding is about collective experiences, Gail comments: *"I recently visited an office that was all cubical. It was dreadful. So dark and confining...I am so grateful you introduced me to the open office concept."* GDA Speakers is a place where relationships can be cultivated and experiences enhanced. *"We love it. Clients and Speakers love it!"*

