

# LSG





## Market Focus: Corporate

LSG was seeking a partner to provide a new, corporate headquarters (25,000 sq.ft.) and to completely re-brand their corporate culture. Their president, Jay Schreiberman, strived to create a much more open and collaborative environment for the associates. American Interiors was referred to LSG by a long-time customer, Crypton Inc. LSG visited AI's Detroit showroom and instantly fell in love with the fit and finish of Knoll. In particular, LSG saw the many benefits of the variety of Knoll Anchor Laminate storage options. Not only did AI meet their workspace ideas, product quality and finish requirements, but AI was able to stay within their budget! The project was very fast-paced with an aggressive turn-around. With intertwining partnerships involved in the project, Crypton fabric was incorporated on the seating, mobile pedestal cushions and lounge seating. Knoll product lines included Dividends Horizon (76 workstations), Anchor, Reff, Generation, and Studio (Florence Knoll). Gunlocke was also a significant manufacturer for two executive offices and a boardroom.

