

# CNA

## Chicago, IL Headquarters Relocation

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### Size

300,000 square feet

### Project Highlights

Relocation to a newly constructed  
35-story office tower

Aligns with CNA's key drivers of choice,  
collaboration, and community

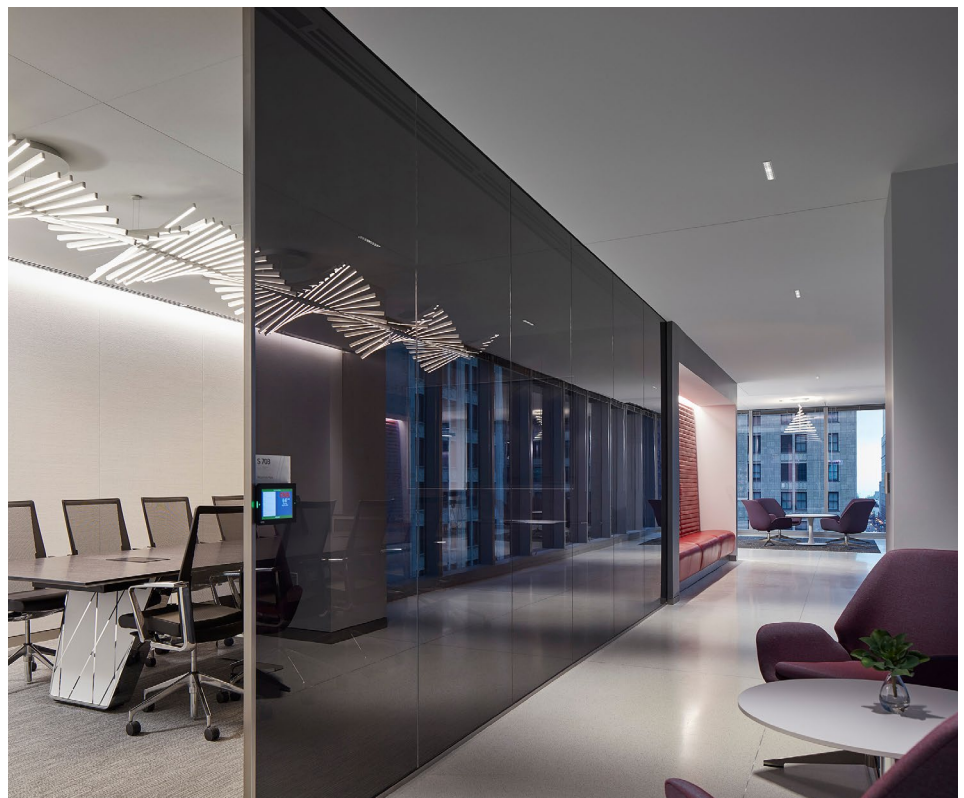
Design pulls inspiration from the  
established CNA logo by transforming  
the two-dimensional, canted text into  
dynamic architectural massing, ceilings,  
screens, materials, furniture, and  
graphics

The logo inspired patterns create a  
branded environment completely unique  
to CNA

### Services Provided

Full service interior architecture and  
design; Experiential graphic design;  
Strategy

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CNA's relocation to a newly constructed 35-story office tower is more than a change in location. This new workplace meets each of CNA's goals which were to improve collaboration, help form a sense of community, and adapt to evolving work habits by providing more choice.

For many years, design teams have delivered workspace that is flexible, but that is no longer enough in a rapidly changing and highly connected world. Moving beyond flexibility, CNA implemented a hackable work environment that equips both individuals and teams with the choice to continuously reinvent their work experience and modify a particular space at will. This allows CNA to keep pace with the speed of business and create the ideal environment for innovative ideas to thrive. In a hackable workplace, acoustics is a critical consideration. The project team developed a multi-layered ceiling to capture noise in a variety of ways as well as implemented a state-of-the-art sound masking system. The overall planning of the space was designed to provide users with primary and secondary circulation paths, preventing distractions and improving focus.

The design pulls inspiration from the established CNA logo by transforming the two-dimensional, canted text into dynamic architectural massing, ceilings, screens, materials, furniture, and graphics, creating a branded environment completely unique to CNA.