

Design

Create a better experience for all.

Build

Precise factory-made modules enable better asset management, optimizing your investment.

Install

Product arrives at the jobsite pre-made and ready for installation, helping you stay operable during renovations and open faster in new construction.

StudioCraft has the expertise to create nearly any architectural or furniture solution to meet your needs. We deliver the exact designs you desire with our custom multi-material fabrication capabilities.

Making a Great First Impression

How StudioCraft Used a Systems-Based Furniture Approach to Help a Utility Company Reinforce Their Brand



Need a non-standard furniture solution?
StudioCraft will meet you where you are in the design process.

Project Description

StudioCraft excels at helping clients create first impressions that reinforce their brand. A recent example of this is a project where we created multi-location teller stations for a utility company. The existing teller stations were inconsistently branded and appeared worn and dated. Our dealer partner brought us in as a reliable, trusted vendor to refresh and rebrand the teller stations, elevating the experience for employees and guests.

Process

To support this large-bid project, we worked with the dealer and the design firm to develop a diverse range of custom furnishings, including height-adjustable work surfaces, storage pedestals to hang from the cabinets, money trays, a secured vault, Lexan privacy dividers, cabinetry, and doors and gates. Finishes would include Corian, laminate, and Lexan.

As a flexible anchor for the teller stations, we planned to integrate a systems furniture frame into the solution. We are thoroughly familiar with systems products and can help with the planning and specifying of the required components. For this project, prior to manufacturing, our team created a desktop-sized mockup to showcase our concept and demonstrate the value of leveraging a systems furniture frame in the design.

Solution

With all our projects, we aim to help our dealers install quickly so their clients can accelerate speed to market and revenue. For the utility company, we achieved the dealer's required timeframe of installing two locations per weekend for approximately 18 consecutive weekends. This was a challenge given the complex nature of the project, but StudioCraft's agility and expertise allowed us to fine-tune the design based on evolving specifications.

The resulting designs for the new space created a more polished and impressive brand experience for the utility company and an improved work experience for employees. The project is another superior example of how StudioCraft can expand a dealer's capabilities, differentiate them from the competition, and give design firms and their clients more latitude in programming the exact solutions they need.



About StudioCraft

StudioCraft's team of educated craftspeople—most with degrees in furniture design or fine arts—respect the details. Our track record of custom work demonstrates purposeful design, professional engineering, and precise manufacturing, all of which results in exceptional products backed by impeccable service.

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