

WHO USES PATHWAYS?

CALLAWAY

A leading designer and manufacturer of premium, innovative golf clubs and golf balls.



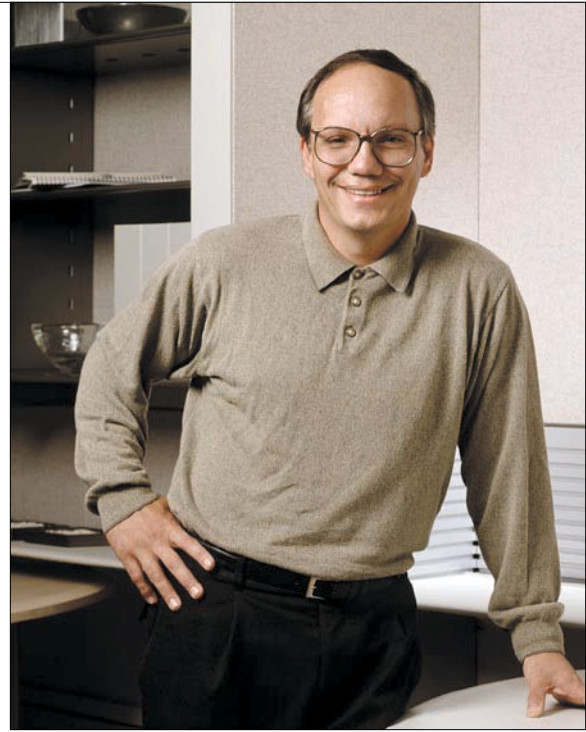
**“ATTENTION WORLD,
A BETTER GOLF BALL IS COMING.”**

Ely Callaway announced to the world that Callaway Golf would create a new division to launch their first golf ball in the year 2000. So what was the problem? At the time, this start-up division had no people, no building, no furniture, no technology. Nothing.

GREAT EXPECTATIONS

Michael Fazio, Principal of ArchIdeas, was on a mission. He had to create a new environment for a new division with a new product.

A space that would be open for collaboration, closed for confidentiality and everything in between. It had to house a yet-to-be-hired workforce, look fantastic and be done in record time. The solution was obvious. Pathways.



OPEN. NO, CLOSED.
NO, OPEN.

Open communication among employees was a requirement for the new environment. An open floor plan ensured spontaneous collaboration and team accessibility. But infinite flexibility was also vital. One minute a team would need open space, the next minute, privacy.

Utilizing the Pathways portfolio, Michael Fazio designed these open group and individual spaces that infused energy and spontaneity into the high pressure atmosphere.

Pathways posts and beams created open meeting areas where whiteboards could capture ideas. Wires and cables ran through posts and beams so people could plug-and-play in meeting areas.



AND NOW FOR SOMETHING COMPLETELY DIFFERENT.



Floor-to-ceiling glass was selected to make the environment light and energizing, while sliding glass doors closed off outside distractions. Even the floor was a technological wonder.

The Tate access floor housed all wires and cables below the walking surface instead of in the ceiling, which dramatically decreases reconfiguration time.

Callaway merged their club and ball divisions into one. Now twice as many people would be residing in the building of the golf ball division and the space would need to be modified to accommodate this capacity.

“Pathways’ ability to reconfigure quickly is exactly why we wanted it. And now our investment is starting to pay off.”

ANDREW GRACEY
Real Estate, Construction & Facilities Planning
Director



THE CALLAWAY SOLUTION



In just the second year of its new environment, Callaway is quickly appreciating the flexibility of Pathways. Thanks to off-module planning, Pathways can quickly be moved an inch at a time so workspaces expand or contract to fit the company's needs.

And now that twice as many people need to work within the same square footage, the mobility of architecture, furniture and technology are more important than ever.

As Callaway is discovering, companies need a work environment that can change at the speed of the next big idea. And they have found that agility and energy in Pathways.