

CASE STUDY

Price Modern's "Design in Real-Time" Cuts Project Time by 25 Percent, But All Clients See is "Wow"

Collaboration method powered by Bluescape reduces months of communications into a single, productive meeting that lives in the virtual workspace, speeding time to completion.



About Price Modern

Price Modern is a 112-year old furniture company focused on creating modern office designs and smarter, happier, and more productive work environments for its clients. The company has 73,000 sq. ft. of office and showroom space across its two locations in Baltimore and Washington, D.C., as well as 153,000 sq. ft. of warehouse space to ensure a smooth experience for clients from initial showroom visit to final installation.

One of the most important things that Price Modern does for clients is help them understand how they want their employees to work and spaces to function. The Price Modern design process begins by bringing clients into its showrooms to look at actual furniture and office layouts.

With most interior design projects, the timeframe from initial showroom meeting to installation takes months and months as ideas are refined and mockups approved. Price Modern recognized the opportunity to improve these processes with new, visual collaboration technology to help clients “see” what their spaces are going to look like virtually from the get-go.

The “Design in Real Time” Approach

Price Modern has a “process-first” philosophy when it comes to evaluating new technology, which means it’s not about the technology but rather all about the resulting process improvements. While the company has no shortage of cutting-edge software tools that simplify many aspects of the design process, the challenge of reducing follow-up time still needed improvement.

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To address the challenge of time, Price Modern developed a “Design In Real Time” approach that front-loads much of the requisite collaboration time into the initial showroom visit. This approach combines the age-old mantra of “preparation is key,” with immersive visual collaboration software such as Bluescape and virtual reality to literally enable clients to visualize and design in real time.



From inspiration to installation, Bluescape enables Price Modern to bring customer ideas to life.

The process still begins with bringing clients into the showroom to experience the furniture and office layouts first hand, but the Price Modern team pre-creates a virtual workspace for the client filled with floor plans, potential furniture, and finishes—everything they already know about what the client wants and some initial ideas. As clients react to pieces and ideas during the showroom walkthrough, Price Modern designers capture this information and send it to the Bluescape virtual workspace. The tour ends at a large touchscreen video wall display with all of the client’s information and ideas in one place, and digital, so that teams can interact with the content as they refine ideas and designs.

“The Design in Real Time approach is a hands-on experience with the stakeholders in the room, and gives us the opportunity to take months and months of emails and communication and turn it into a very successful afternoon,” said Robert Carpenter, President of Price Modern.

“Having the Price Modern showroom in play next to the Bluescape wall allows people to go through and really test and move things around, and imagine a situation within their office so they can get a more real-time feel of what’s going on versus just looking at a picture,” said Ehren Gaag, Principal for Gensler, an architecture, design, planning, and consulting firm that works with Price Modern.

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“Wow Factor” and Results at Your Fingertips

Bluescape enables clients to engage directly with potential designs, layouts, and furniture choices. Anyone in the meeting can go to the Bluescape video wall and add digital notes, review floor plans, swap in different furniture selections, and more with the simple swipe of a finger. But the Bluescape experience is not limited to those in the Price Modern showroom. Remote team members participate by logging into the working session, with the same ability to interact with and add notes to the designs in the shared virtual workspace.

Price Modern has added virtual reality tools that allow clients to walk through proposed designs in their existing spaces. The VR experience is simulcast to the Bluescape video wall so everyone can participate and “see” exactly what the proposed design experience will look like.

This on-site and on-the-spot visual collaboration session between clients and design teams results in an actionable project plan with many of the big decisions made in the first meeting. Moreover, every idea and iteration of the project is captured in a single virtual workspace that clients can access to advance projects on their own or in real time with Price Modern design teams—eliminating the time-consuming back and forth of email and phone-based communications. From inspiration to installation, Bluescape enables Price Modern to bring customer ideas to life.



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Improving the Client Experience and Beyond

Price Modern estimates that Bluescape has reduced follow up time by up to 25 percent while also providing a unique and engaging client experience. For clients that are evaluating more than one furniture vendor, the Price Modern experience is singular and clearly differentiates the company from its competition.

Price Modern has found the efficiencies don't end at client engagements. The team has found many different ways to improve internal processes using Bluescape. The marketing team used Bluescape to build the company's new website, inviting its digital agencies to collaborate directly in a Bluescape virtual workspace. Price Modern is also using Bluescape to refresh different aspects of its showrooms, using a single workspace to brainstorm and refine ideas across the company in real time. Price Modern now has a single view of an entire project—both client facing and internal—that would be impossible without Bluescape.