

Nomination: 9748

## One Madison Avenue: A Blueprint for Human-Centered Innovation

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| <b>Page: General Information</b>   |
| Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer. |
| <b>Name of Organization/Company</b><br>IBM   |
| <b>Mobile Phone Number</b><br>+1 845-485-4160  |
| <b>Additional Contacts</b><br>I do not wish to list additional contacts  |
| <b>Page: Entry Information</b>   |
| <b>Entry Title</b><br>One Madison Avenue: A Blueprint for Human-Centered Innovation  |
| <b>Category</b><br>B01 - B67 Achievement > B37c - Achievement in Workplace Design - for More Than 100 Employees - Single Location              |
| <b>Achievement Submission Format</b><br>Written Answers  |

**a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required**

IBM's Integrated Workplace Solutions team is a multidisciplinary group that integrates Workplace Experience, Workplace Design, Sustainability, Contracts, Facility Management, and Process Management into one cohesive and strategic function. Historically managed as separate disciplines, these areas have been unified to deliver a future-forward approach that seamlessly aligns workplace strategy and operations.

Since early 2023, this team has successfully developed and implemented people-centered solutions that enhance workplace performance, foster workplace engagement, and strengthen operational resilience. Their initiatives range from designing hybrid-enabled, flexible environments that embrace diverse workstyles to embedding sustainability and wellness into every aspect of the workplace experience. By harmonizing physical spaces with the evolving needs of IBM's business, employees, and clients, the team has established a scalable and adaptive delivery model.

Among the team's transformative achievements is the launch of IBM's flagship location at One Madison Avenue (OMA) in New York city - an innovative, technology-forward workplace that sets a new global standard for IBM's future of work. The space utilization reports indicate office utilization exceeding 100% every day starting Jan 2025.

**b. Outline the team's or organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required**

While the team has led multiple initiatives to evolve IBM's global footprint to address today's business, employee, and client needs, their most significant achievement to date is the design and delivery of IBM at One Madison Avenue - a transformative hybrid workplace in New York City that inspires and empowers employees to do their best work through flexible, tech-enabled environments embracing diverse workstyles.

Key milestones include:

- Design Initiation: April 28, 2022
- Construction Start: August 1, 2023
- Substantial Completion: July 19, 2024
- Total Square Footage: 263,883 SF

More than a relocation, OMA redefines IBM's workplace philosophy. The team forged a forward-looking, human-centered design vision by aligning HR, Global Real Estate, and CIO functions under a unified governance structure.

The workplace incorporates hybrid-ready technology, wellness-centered features, and sustainability benchmarks targeting LEED Gold and WELL Platinum certifications. Signature elements like the Quantum Wave sculpture and Innovation Studio foster a vibrant, adaptive environment for over 2,200 IBMers to collaborate and innovate.

A robust change management program - including training, continuous feedback loops, and a champion network - enabled a smooth transition and strong employee engagement.

The impact of this effort was measurable and immediate: office utilization more than doubled (exceeding 100% every day), and internal focus groups consistently reported high employee satisfaction with the space's design, functionality, and overall experience. The success of this initiative prompted IBM to further expand its lease by adding 92,663 SF in 2024, confirming One Madison as the flagship model for IBM's future workplace strategy.

**c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's or organization's past performance (up to 250 words). Required**

OMA represents a pioneering benchmark for both IBM and the broader industry. While many organizations reactively adapt to hybrid work trends, IBM proactively designed a workplace that anticipates the future - balancing innovation, employee empowerment, and operational excellence.

This project stands out in five areas:

1. Cross-functional Integration: Unlike prior models, this initiative unified HR, CIO, Communications and Real Estate into a single governance framework, enabling aligned decision-making.
2. Employee-Centric Design: The space is thoughtfully designed to support flexibility, wellness, and a variety of workstyles. OMA offers a range of work settings: from private pods and open lounges to environments tailored for focused or collaborative work. Users can easily adjust the space to suit their immediate needs, supported by adaptable layouts and technology that enables seamless, tech-integrated experiences. The office also features reflection and meditation rooms, all-gender restrooms, a cafeteria, lactation rooms, and hydration stations-all aimed at promoting employee well-being and meeting diverse workplace needs.
3. Sustainability and Wellness: Targeting WELL Platinum and LEED Gold certifications, the building features NYC's largest terrace of its kind and biophilic design elements that promote restoration and wellbeing.
4. Cultural Relevance: Every design detail - from curated artwork to material selections - reflects IBM's identity and mission, creating a space that is aspirational yet functional.
5. Demonstrated Impact and Growth: Exceptional workplace engagement and utilization rates have driven IBM's decision to expand its footprint within the building.

Compared to other workplaces, OMA is distinguished by its strategic depth, authentic cultural expression, and scalable model that elevates the very concept of the workplace.

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

Supporting materials substantiate the claims made throughout this nomination:

- Design Milk feature article: Highlights the architectural and experiential innovations of IBM's NYC flagship.
- LinkedIn video walkthrough: Offers a visual tour showcasing the space and its innovative features.
- Press release announcing expansion: Documents IBM's 2024 lease expansion in response to One Madison's success.
- Awards recognition: One Madison was named a 2025 NYCxDDESIGN Tech Office Award winner for cutting-edge design and fostering collaboration.
- Employee testimonials and event highlights: Showcases authentic feedback and the ribbon-cutting ceremony marking IBM's consolidation of NYC offices.
- Employee testimonials and event highlights: Showcases authentic feedback.

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