



Alcatel Lucent, Antwerp

In September 2006 Alcatel Lucent, one of the world's largest providers of telecommunications, moved its Belgian offices into new premises in Antwerp. Part of a new city-centre development, the Alcatel offices occupy four structures united round an atrium and connected by bridges, a spectacular addition to the city's architecture.

Modulex provided the complex with a state-of-the-art static and dynamic sign system.





Business challenges

The move into the new development represented the consolidation of facilities and workforce previously located on nine different sites. Two thousand people, offices and labs, had to be relocated over a two month period with the minimum of disruption, and for the first few days at least no-one would be familiar with the layout.

The premises provide open-plan accommodation over twelve floors, with all workspaces allocated on a "hot-desking" principle. There are also a Business Centre and "Alcatel Lucent University", a substantial training facility, both of which add complexity to the sign requirements.

Solutions

Firstly, it was decided to retain the identification of the four separate structures- C, D, E, and F and to differentiate the floor levels using a colour code common to all four. In order to help users remember the layout a graphic scheme was introduced, based on the continents of the world. This scheme was

applied not only to the signage but also to the interior design of the rest areas adjacent to the lifts on each floor, and into the work areas by means of mural images applied to the walls and dividing partitions. A digital room allocation system was adopted for the business centre and training room facilities. This system, Ariadne, run by a powerful Modulex proprietary software which allows users to book rooms through their Microsoft Outlook calendar, manages the display of all information (such as times and occupants) on each screen.

In this transition phase, changes in layout are inevitable. Departments move around, and new ones arrive. Modulex has provided the department location signs with "Paperflex", a paper-based fixed sign system which economically and conveniently caters for the occasional change of sign content.

Benefits

The effective signing of a complex environment such as this promotes the efficient running of the facility and

supports this client's efforts to realise its brand vision: To enrich people's lives by transforming the way the world communicates. Modulex is proud to have delivered on-time and on-budget, and to have contributed to the successful move of Alcatel Lucent to its new home in Antwerp.

Our experience with Modulex : firstclass combination of creativity, professionalism and flexibility, outstanding quality products with delivery on time.

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