



## Case Study

This case study uses the example of Allianz as a demonstration of how to implement the social distancing protocols in public and private areas of their offices.

This is an illustration of how to plan a large or small office when going back to work becomes the “New Normal”.

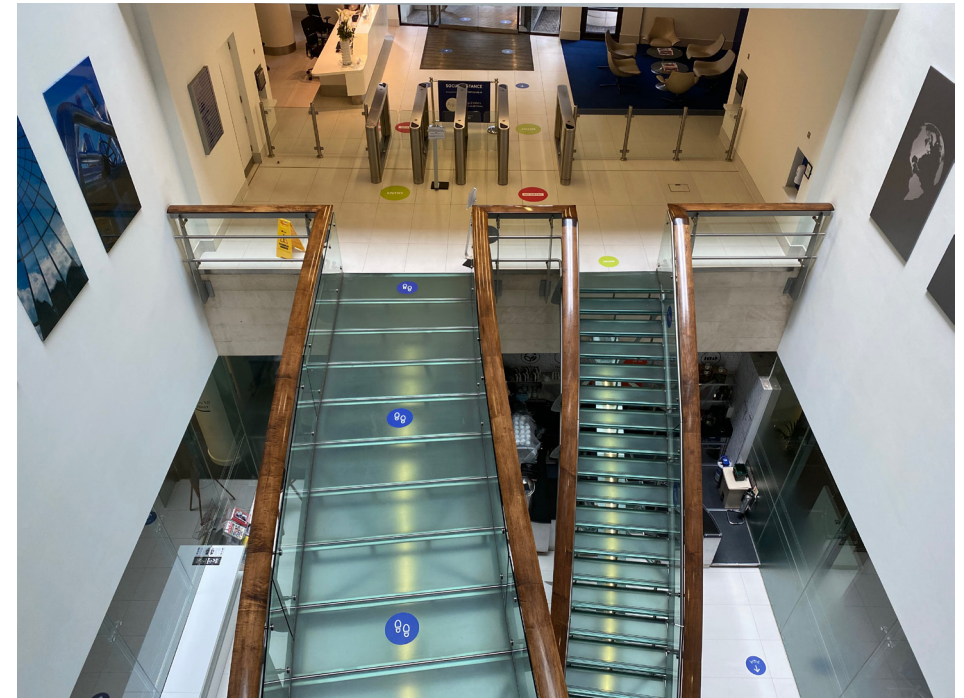
The need for social distancing requires companies and offices to reimagine and change their physical spaces whilst allowing people to go about their work respecting the measures that have been put in place, especially with regard to their colleagues and visitors.

## The Project

Allianz Insurance is part of the Allianz Group, one of the largest insurance and financial services groups in the world, with their UK Head Office based in Gracechurch Street in London.

ACT were commissioned by a South Wales-based Marketing and Design Agency, Mediadesign, to work together on advice, production and installation of graphics to fulfil the Return to Work Social Distancing requirements for Allianz in London.

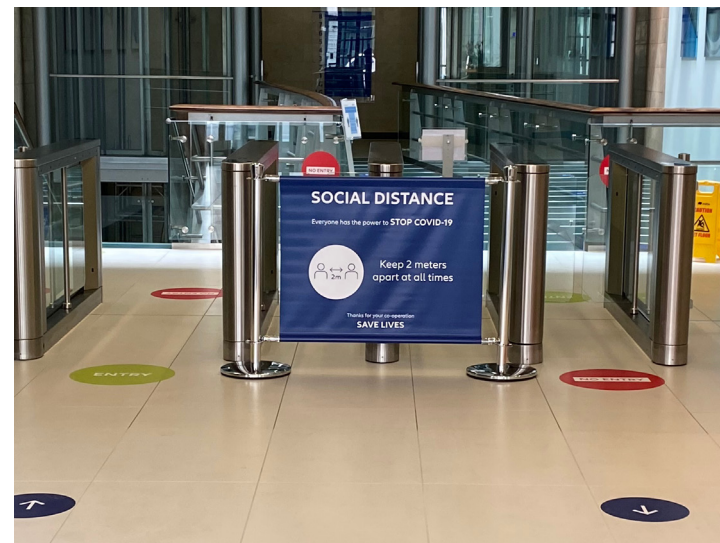
This project included how to manage social distancing requirements in areas such as reception, lifts, one-way systems, stairs, kitchens, toilets and more.



## Reception

Screen guards have become the norm at visitor-facing desks in receptions and shops, and Allianz were no different, supplying two foldable and portable screens for the reception desk.

In addition, floor graphics were introduced, directing people through the turnstiles and reminding colleagues of the importance of maintaining social distance.



## Creating a One-Way System at Entry

In order to avoid queuing in a relatively small area around the lifts at Ground Level, where colleagues also wanted to exit the lifts and leave the building, a plan was devised: those people arriving would be directed down one flight of stairs to an open area in which to queue for the lifts to go up only; those leaving the building could now exit the lifts with confidence on the Ground Floor, where they were directed by floor graphics.

Using floor graphics and wall graphics was a simple way to direct staff in the correct direction and included social distancing graphics for queuing for the lift.



## Lift Graphics

Allianz have both standard staff lifts but also firefighters' lifts that the staff can use.

Lifts are an enclosed space where social distancing becomes difficult but the size of the standard lifts meant that it was possible to accommodate two people at a time – one in each corner. The firefighters' lifts were too small and would only accept one.

Floor graphics were placed in each lift to show where the staff could stand, and also reminders were placed on the doors of each lift on each floor.

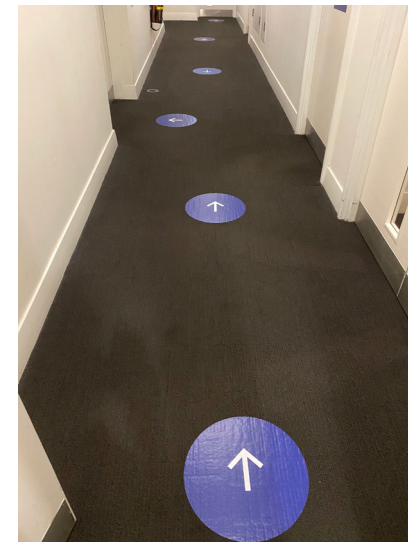
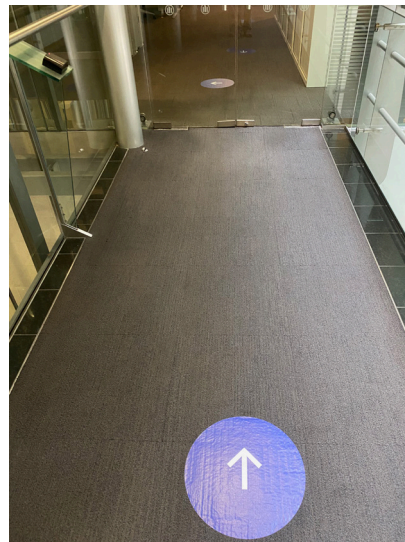
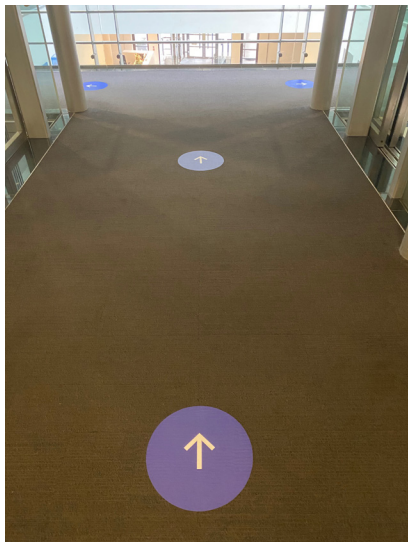


## Lift Entry and Exit on each Floor

Allianz Lift Systems are in the middle of the building so there are offices to both the left and right as well as access from behind.

Creating a one-way system when coming out of the lift or when waiting to use it was quite simple on each floor as the layout of Floors 1 to 8 was almost identical.

Using carpet floor graphics and door graphics, staff were directed simply using arrows, 'Entry' and 'No Entry' instructions.



## Toilets

With toilets for both men and women on each floor that allow for multiple occupancy, this was a slightly more difficult situation to manage; it was therefore decided to reduce the numbers of both the cubicles and urinals.

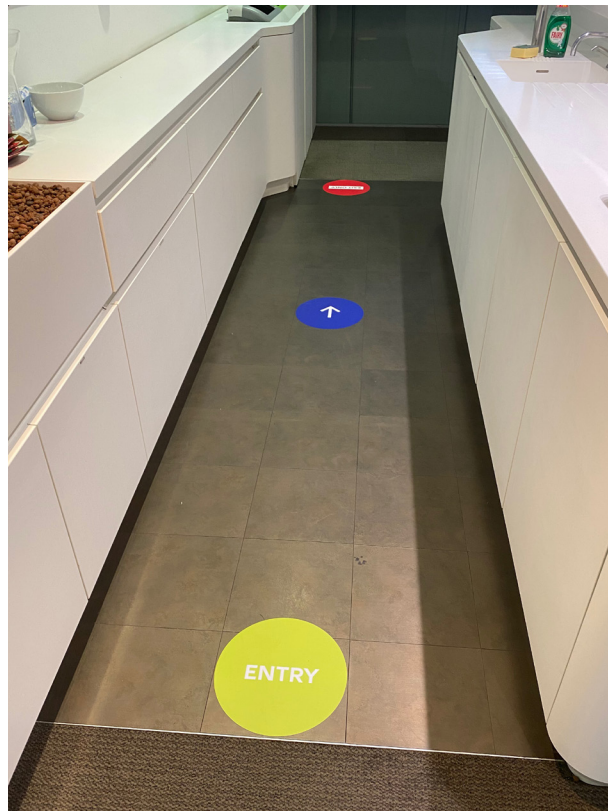
This was achieved by using door graphics to indicate the maximum number of users at one time, along with floor graphics indicating which cubicles and urinals are available for use.

Self-adhesive graphics were also applied to the mirrors to remind users to wash their hands, and also advising them of the recommended method to reduce the spread of the virus.



## Kitchen

With one or two open-plan kitchen areas on each floor, and with access from both sides, a simple one-way entry system was devised along with wall graphics for indicating Sanitising Points for cleaning your hands afterwards.





## Canteen & Coffee Shop

With a limited number of people on site due to a phased return to work, it was important to ensure that social distancing was achieved in both refreshment areas.

All chairs and tables were removed from the canteen and screen guards were employed at both till points, whilst social distancing floor graphics were applied to emphasise the one-way system and provide a clear path, thus ensuring staff safety.



## Meeting & Contemplation Rooms

On each floor of Allianz's building there are a significant number of Meeting and Contemplation rooms, which normally would only accommodate up to four people; within the current social distancing rules, they would be too small to accommodate more than one person.

Self-adhesive window graphics were employed at each door of the rooms to remind staff of the number of people allowed in each room at a time.



## Stairwells

Allianz have two sets of stairwells which are eminently suitable for creating a one-way system for moving around the buildings rather than waiting for lifts.

One set of stairs was used exclusively for going up, whilst the second set was used exclusively for going down.

Wall graphics were used at every turn point on the stairs to reinforce the social distancing requirements, but more importantly to show the direction you must take on that particular stairwell in order to prevent you meeting someone coming the other way.



## Testimonial

To Whom It May Concern,

I am writing to recommend the services of Julia Morris and Media Design. Our company have been working extensively with Media Designs on a number of projects over the past few years. The company deliver high quality graphic and digital services for which we have been very satisfied with.

One of the more recent projects concerned the installation of office signage in response to the Covid-19 pandemic. Julia and her team were able to interpret our requirements very quickly and offer a number of cost effective and timely solutions. Nothing was too much trouble. Julia has excellent project management skills and was always available at short notice for conference calls or to answer questions and fine tune the scope of works.

The result was the installation of subtle, yet clear, high quality signage in just 2 days, and well ahead of the scheduled deadline for the first wave of staff returning to the office.

I highly recommend Julia, Media Designs and their graphic and digital design services. I look forward to working with them again, either under normal or extraordinary circumstances.

Yours Sincerely,

*Simon Latimer*

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