

# Smart Space Partners:

**MetLife**

**MetLife Real Estate Investments**  
[www.metlife.com](http://www.metlife.com)  
Property Owner

MetLife Real Estate Investments, the owner of Northland Plaza, is a global leader in real estate investments, having been involved in the real estate business since 1875 as a mortgage lender, developer, and owner. The company maintains a portfolio of approximately \$40 billion invested in real estate products including equities and commercial mortgages and is backed by the resources of MetLife, a leading provider of insurance and other financial services. MetLife Real Estate Investments has solid relationships with large global clients and is committed to providing world-class customer service.



**Cushman & Wakefield**  
[www.cushwake.com](http://www.cushwake.com)  
Property Management

Cushman & Wakefield is the largest fully integrated real estate services firm in the world. Founded in 1917, it has 189 offices in 57 countries and employs 11,000+ talented professionals. Cushman & Wakefield is involved in every stage of the real estate process from strategy to execution. The firm represents clients in buying, selling, financing, leasing, managing, and valuing assets, and provides strategic planning and research, portfolio analysis, site selection and space location services. Cushman & Wakefield operates a facility and property management organization in Minnesota which teams with Northstar Partners to provide a broad range of integrated services to investment and corporate real estate clients. The Cushman & Wakefield property management team was responsible for construction management of the Smart Space at Northland Plaza.



**Northstar Partners**  
[www.northstarpartners.net](http://www.northstarpartners.net)  
Brokerage Services

Northstar Partners is an independently owned and operated member of the Cushman & Wakefield Alliance. A full-service commercial real estate firm, Northstar Partners was founded on the vision of a high performance team formed by combining the best local talent with the premier global real estate services firm. The principals and professionals of Northstar Partners are recognized as quality people who place high value on integrity, performance and teamwork. The firm is known for its creative marketing strategies, intense loyalty to clients and long-term relationships. The Northstar Partners leasing team of Gordie Hampson and Jason Butterfield originated the Smart Space concept and they are responsible for marketing the project.



**BDH & Young**  
[www.bdhyoung.com](http://www.bdhyoung.com)  
Space Design

BDH & Young is currently in its 35th year of providing comprehensive architectural services, interior design and space planning for a wide range of project types and settings. The firm's goal is to provide clients with effective design solutions, designs that add value to a project, designs that work. BDH & Young has been strongly involved with real estate planning and design since 1985. The firm understands the critical issues of planning, aesthetics, budgets, and equipment vendor coordination and enjoys the collaboration and challenges that are involved in a team environment between the client, building owner, leasing team and general contractor. BDH & Young provided space planning and interior design services for the Smart Space.



**TARGET  
COMMERCIAL  
INTERIORS**

**Target Commercial Interiors**  
[www.targetcommercialinteriors.com](http://www.targetcommercialinteriors.com)  
Office Furniture / Floor Covering

Target Commercial Interiors, formally Dayton's Commercial Interiors, is Target for Business as Target is to consumers. For over 50 years, they have provided productive working environments for small, medium and large organizations. Their professional grade products, innovative processes and talented people constitute a single source for affordable, high performing workspaces. They reflect all aspects of the Target Brand, including Expect more, Pay less. The company has been fortunate through the years, having earned an unusually high market share among Fortune 500/1000 business customers. Recently, Target Commercial Interiors embarked on a new strategy that extends its leadership to include smaller to medium sized businesses and home offices as well. Target Commercial Interiors' very first retail store and showroom opened in June 2005 at I-494 and Penn Avenue in Bloomington, Minnesota, to provide customers with a convenient, pleasant and affordable office interiors shopping experience. Target Commercial Interiors provided all the furniture, floor covering, and many of the art pieces and accessories showcased throughout Smart Space.



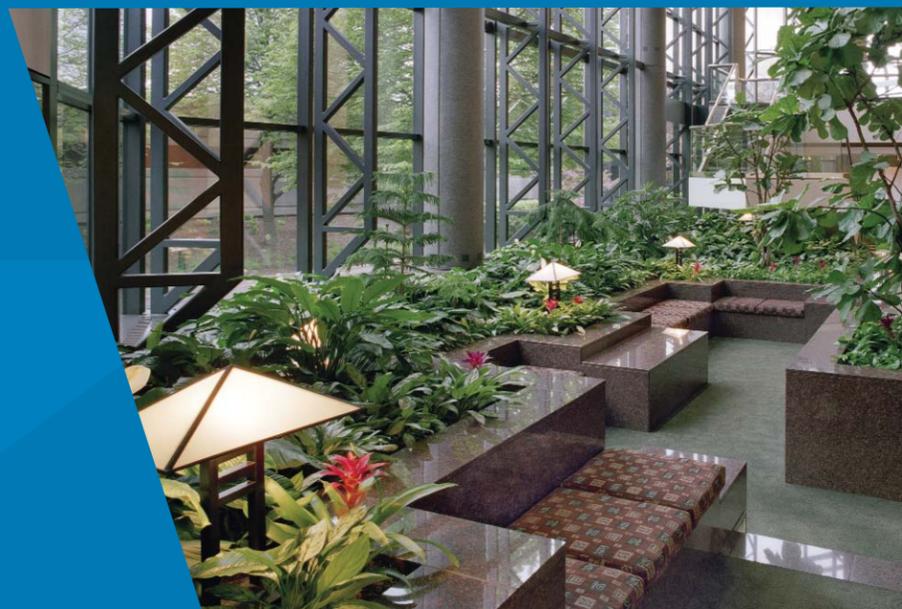
**Graybow Communications Group**  
[www.graybow.com](http://www.graybow.com)  
Technology

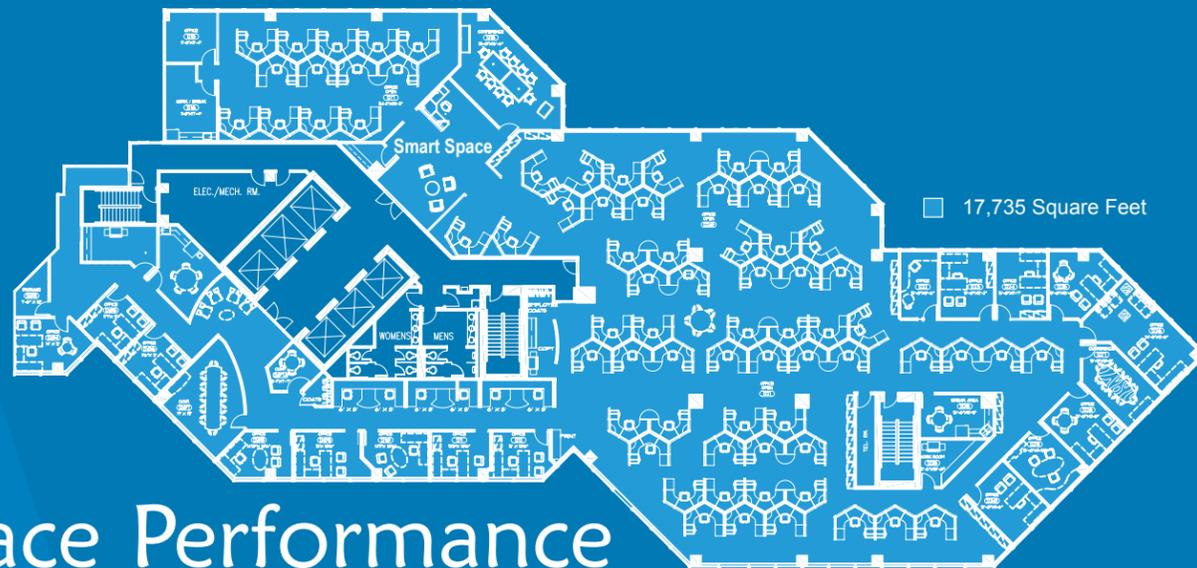
Graybow Communications Group began in 1996 with a small group of seasoned, committed professionals who shared a belief that there was a better way to deliver audiovisual solutions to the marketplace. Today, Graybow is a leading innovator in the audiovisual, communications and media industry. Nationally, over 1,500 major education, medical, corporate and industrial clients have utilized Graybow's talents in the creation and on-time delivery of quality AV products and services, which have been carefully modeled to support and adapt to the technological advances within a rapidly expanding marketplace. Graybow Communications Group provided consulting on technology/design and installation of the Glasfire™ Rear Projection Display Screen featured in the Smart Space.

Smart Space  
at

**NORTHLAND PLAZA**

**NORTHLAND PLAZA**  
3800 American Blvd. West  
Bloomington, Minnesota  
[www.northlandpl.com](http://www.northlandpl.com)





## Workplace Performance Through Innovative Design, Furnishings & Technology



Elevator Lobby



Smart Space Suite



Smart Space Board Room



Building Conference Center

In today's competitive business environment, an enlightened approach to the selection, design, engineering, and furnishing of highly-functional office space is critical. Through the collaborative effort of several leading providers of office environment products and services, Northland Plaza introduces Smart Space, an office suite reflecting innovative best practices employed throughout the industry.

Smart Space sets a new standard in the leasing of office space by providing a fully-finished suite showcasing the latest trends in office design and furnishings. All of this found within a first-class business environment at Northland Plaza, where tenants enjoy an unbeatable location and a full array of newly renovated amenities, including a state-of-the-art conference center, deli, sundry shop, and fitness center.

### CREATING IMPACT WITH DESIGN

- The design and architecture of Smart Space is intended to stimulate and celebrate people.
- The leading technology platform was strategically incorporated into the Smart Space design to serve as a focal point within the waiting area.
- The character of the Smart Space suite and newly renovated elevator lobbies reflects modern updates while retaining the traditional ambience of Northland Plaza.

### FURNISHINGS THAT MAKE FISCAL SENSE

- From the stylish and cozy seating in the lobby area to the well-appointed board room, Smart Space is furnished with attractive, comfortable, durable, and affordable furniture.
- The suite was furnished for less than some companies spend on a custom built reception desk alone. Modular components add flexibility and significant cost savings over built-in work surfaces—without compromising quality.
- Carpet tile was used throughout much of the suite, providing additional flexibility in the event of expansion/contraction while allowing for easy replacement.

### LIGHTING WITH A PURPOSE

- Lighting is a basic element that greatly contributes to workplace satisfaction. Lighting helps define the overall aura of an environment.
- The main lighting source within Smart Space comes from the warmth of the recessed cans, with decorative lighting acting as an integral part of the design, almost like pieces of sculpture.
- The circular lighting, an LBL fixture from Italy, was selected to bring intimacy to the seating area, to help enhance the rhythm of the carpet accent defining the waiting area.

### SPOTLIGHT ON TECHNOLOGY

- The Smart Space suite features a state-of-the-art Glasfire™ display screen near the reception desk. This screen allows for the display of multimedia presentations promoting a tenant's branding message and/or products.
- The Glasfire™ screen provides an eye-catching display that's more dynamic than flat panel monitors and plasma screens of similar size.
- Technological enhancements can also be found in Northland Plaza's first floor conference center. This facility allows for multiple configurations with a maximum capacity of 50 and is fully equipped with the latest audiovisual equipment to accommodate your specific meeting requirements.

The Smart Space suite is capable of being sized as shown for users up to 17,735 square feet. The design can also be transformed to accommodate both larger and smaller requirements. To schedule a tour of Smart Space and learn more about leasing opportunities available at Northland Plaza, please contact:

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