



**“PLASTARC’s work allows you to explain—
in a data-driven way—here’s the design
response, and here’s the benefit.”**
~Toma Barylak, Global Head of Real Estate and Workplace
Unity Technologies

Unity Technologies

Laying the foundation for a diversified future

2017
Technology Sector
Headcount: 1,386
274,000 SF

Unity Technologies is the leading provider of platform technology to the gaming industry. To support their rapid growth, Unity hires the most talented developers, creatives and gaming enthusiasts, regardless of their location. As a result, they have organically grown into an organization that is distributed across twenty-four locations, each of which has its own unique culture. Unity sought to retain the individuality of each of these while making them feel like part of a whole. Unity also wanted to enhance their spaces to better serve their client profile, which is evolving to include users in the education, automotive, and healthcare sectors. PLASTARC was engaged to develop a workplace design strategy that addressed the challenges of Unity’s rapidly-growing, globally-distributed team.

Our research identified barriers to their collaborative and community-focused work style and suggested investments that could address them in existing and planned facilities. Leveraging our design and social science expertise, we provided input to the architects for use in planned future locations, ensuring that the spaces would further the immediate workplace needs and long-term strategic goals of Unity. Workshops we conducted with their in-house Workplace Experience team laid the foundation for iterative improvements and allowed us to develop training materials focused on best practices tailored to Unity’s goals.



Methods

- Designed workplace surveys to identify barriers to collaboration
- Performed plan analysis to advise on improvements to new and existing facilities
- Facilitated staff workshops to enrich research and collaboratively develop solutions
- Conducted leadership interviews to align space planning and strategic goals
- Provided inputs to the architect’s design process using data from our research.



Key Values & Outcomes

- Identified targeted investments to support distributed teams.
- Unified space, design, and training around client’s branding and strategic needs
- Introduced a “front porch” typology to welcome the public into the space for education and demonstrations.
- Developed training materials for Unity’s Workplace Experience team.
- Established benchmarks for key workplace usage data