

Case Study

Kimball® Office



The *By Design* custom anchor desk with Skye seating, against a backdrop of the Xsite systems in the newsroom, creates a powerful image for KUTV's national news segments.

KUTV 2 is a CBS owned and operated station in Salt Lake City, Utah, the country's 35th largest television market. Weekly, KUTV reaches more than 656,000 viewers throughout Utah, as well as several counties in Idaho, Nevada and Wyoming. The Utah Broadcasters Association has named KUTV the best newscast in the market.

KUTV CBS 2 News

“Our newsroom is part of our set. One of the reasons we selected Kimball Office was the company’s ability to maintain design consistency and coordination between the Xsite® work pods and the *By Design* custom news desks and reception stations, as well as all the furniture throughout our studio complex.”

Dave Phillips,
Vice-President and General Manager, KUTV CBS 2 News



In the general manager’s office, Evoke casegoods with Skye and Bingo seating blend perfectly with KUTV’s “Fresh Air” image.

“...ability to maintain design consistency...”



Xsite’s ability to expand and contract its structure in 3-inch increments allows for a perfect fit between building columns.

Design Challenge

Convert a former grocery store in the heart of Salt Lake City into a state-of-the-art broadcast facility for 191 employees, including two studios; workspaces for sales staff, production crews, reporters and managers; along with room for all the technical equipment.

The space needed to project KUTV’s “Fresh Air” image, while complementing the architectural heritage of Main Street and downtown Salt Lake City. Just as importantly, the project needed to be completed within a tight deadline and stringent budget.

“We don’t look like everybody else and we don’t do things like everybody else,” says Dave Phillips, Vice-President and General Manager of KUTV CBS 2 News. “Our ideas are different right down to how we present ourselves.” Sometimes they’re initiated by an offbeat request, which is why the story of KUTV’s beautiful new panoramic-view studio in downtown Salt Lake begins with Phillips asking to see “the ugly space.”

“The owners of the Wells Fargo Center took me down to the basement and I saw the 22-foot ceilings and the loading dock, where you can get four or five big semis, and I realized I wouldn’t have to put part of my operation on the first floor and the rest on the 13th or 17th or 23rd floor — I could use the basement and expand the mezzanine. And by the time we walked out, I was thinking, “This could work.”



Xsite's wood, steel and glass aesthetic complements the brick and cobblestone architecture, while handling the station's substantial power and data requirements with ease.

The Kimball Office Solution

Phillips and his architects, Lyle Beecher and Jory Walker of Beecher Walker and Associates found a big part of what they needed to make KUTV's new home possible in the 21st century performance and natural style of the Xsite system from Kimball Office.

Phillips liked the way Xsite's width-adjustable structure fit between the pillars that cropped up every 25 to 30 feet. He also liked how easily Xsite handled the station's power and data requirements. Beecher resonated with the way Xsite complemented the neighborhood's brick and cobblestone architecture. "From a philosophical point of view, we wanted old Main Street to come into the studio and interact with the technology of a highly sophisticated television station. Xsite, with its wood, steel and glass aesthetic, played an integral role in bringing everything together." And Phillips and Beecher both appreciated being able to install Xsite's frame and wire management amid all the construction mess, ensuring on-time completion of the project.

A year to the day later, KUTV is broadcasting six times daily from its new studio which features a state-of-the-art newsroom, Kimball Office *By Design* custom anchor desks and a 180-degree view of downtown Salt Lake City.

The new facility builds on the station's "Fresh Air" image of personalized newscasts that reach out to viewers. "It's an environment that acts and reacts the way our newscasts have over the last few years," Phillips says. "It lets the people of Salt Lake be a part of our newscast and allows us to be a part of their lives every day."

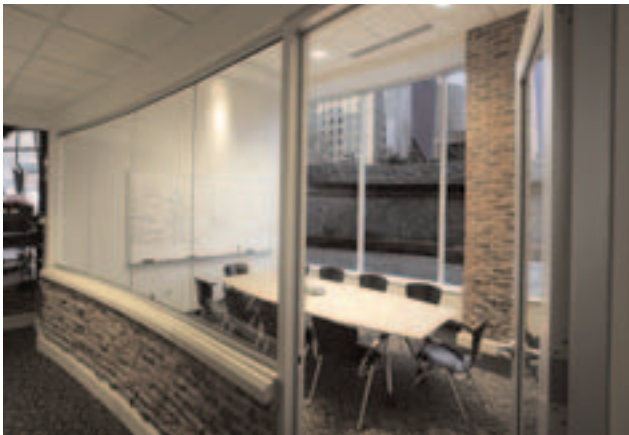


For local news segments, the *By Design* custom news desk anchors the panoramic view of downtown Salt lake City.

"We didn't want the typical 'cloth panel with painted metal trim' office furniture. We wanted something warm and natural that would complement Main Street's rich architectural heritage and KUTV's 'fresh air' image. Xsite and the custom work from Kimball Office slid right into place for the image we were after."

Lyle Beecher,
Principal in Charge, Beecher Walker and Associates

Kimball® Office. A place that works for you.



Aspire table and Bingo seating facilitates impromptu program sessions.



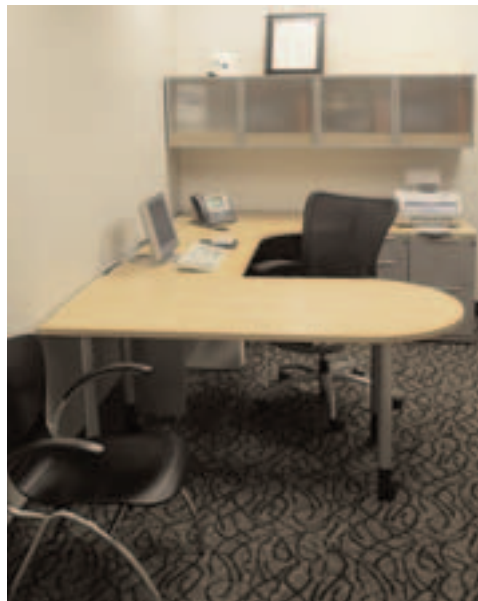
Skye seating and Contemporary Table provides the perfect setting for productive meetings.

Product Specifications

Xsite® systems; TRAXX®; Evoke® casegoods; Contemporary and Aspire™ tables; Bloxx™ and Fundamental™ filing; Skye®, Xtreme™, and Bingo™ seating; *By Design* custom anchor desk, national news desk, weather station desk, and reception stations.

Project Team

Dave W. Phillips, Vice-President/General Manager, KUTV CBS 2 News;
Lyle L. Beecher, AIA, CEO, Beecher Walker and Associates;
Jory Walker, AIA, President, Beecher Walker and Associates;
Steve Bowers, Vice-President, Layton Interiors Construction Specialists;
Michael A. Nelson, Executive Sales and Design, Contract Furniture Gallery.



Systems worksurface and storage components supported by wall mounted Traxx, creates a compact yet efficient workspace.

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