

JC White creates office spaces where people want to work with Bluescape

Overview:

Delivering South Florida's largest offering of workplace office solutions, JC White helps create the exact office space that their customers want. JC White's vast showrooms display a wide array of furniture from various lines, so that customers can see the products and explore the possibilities for their office space. With Bluescape, JC White is expanding its reach allowing customers to begin the design process without ever setting foot in a showroom.

"People can work from anywhere, but at JC White, we want to create spaces where people want to come to work. Bluescape is the perfect way to visually understand what our clients are looking for while simultaneously engaging our architecture and design partners."

– Mark Feltingoff,
JC White Architectural
Interior Products



For JC White, guiding a client through the design process efficiently is crucial to successfully meeting customer needs during the architectural interior product lifecycle.

The Situation:

Often, as new projects begin, clients may not have any idea and require exposure to several space solutions and concepts before landing on a direction of where they'd like to go. JC White also works with existing clients, architects and design firms at some point on the development life cycle, who already have a good understanding of their space's need. In both cases, moving a client through the development process can be lengthy and cumbersome with multiple in-person meetings and presentations at the showroom as well as revisions and approvals from building stakeholders before an office space is finalized.

