

Project Overview: Designing in a Loop

OpenLoop: Turning a Fast-Moving Workplace Project into a Connected Design Process

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Architect: Knop-Killeen Architects, Des Moines, IA

The OpenLoop project required our team to develop a complete workplace solution across multiple space types—from workstations and offices to conference rooms, social spaces, training areas, and destination zones—while coordinating closely with the project architect and maintaining an aggressive schedule.

Rather than treating each space as an isolated design exercise, we developed a repeatable **loop workflow in CET**. As one space type progressed into review and approval, the next entered programming and design. This allowed the team to maintain momentum while continuously applying lessons learned from one area to the next.

CET became the foundation of that process—supporting product specification, space planning, visualization, design review, documentation, and collaboration throughout the project.

The challenge: Keep a large number of spaces, products, finishes, stakeholders, and approvals coordinated without sacrificing design quality or speed.

The result: A highly visual, collaborative process that helped the client and project team understand not only *what* we were proposing, but exactly *how it would come together*.



The Winning Formula: CET + Architect Collaboration

From Furniture Planning to a Shared Design Environment

One of the biggest contributors to the project's success was the close partnership between our design team and the project architect.

Using our CET workflow alongside **RevLink family files**, we were able to share furniture layouts and work sections with the architect. This gave our team the context needed to develop detailed renderings showing actual furniture, placement, finishes, and spatial relationships.

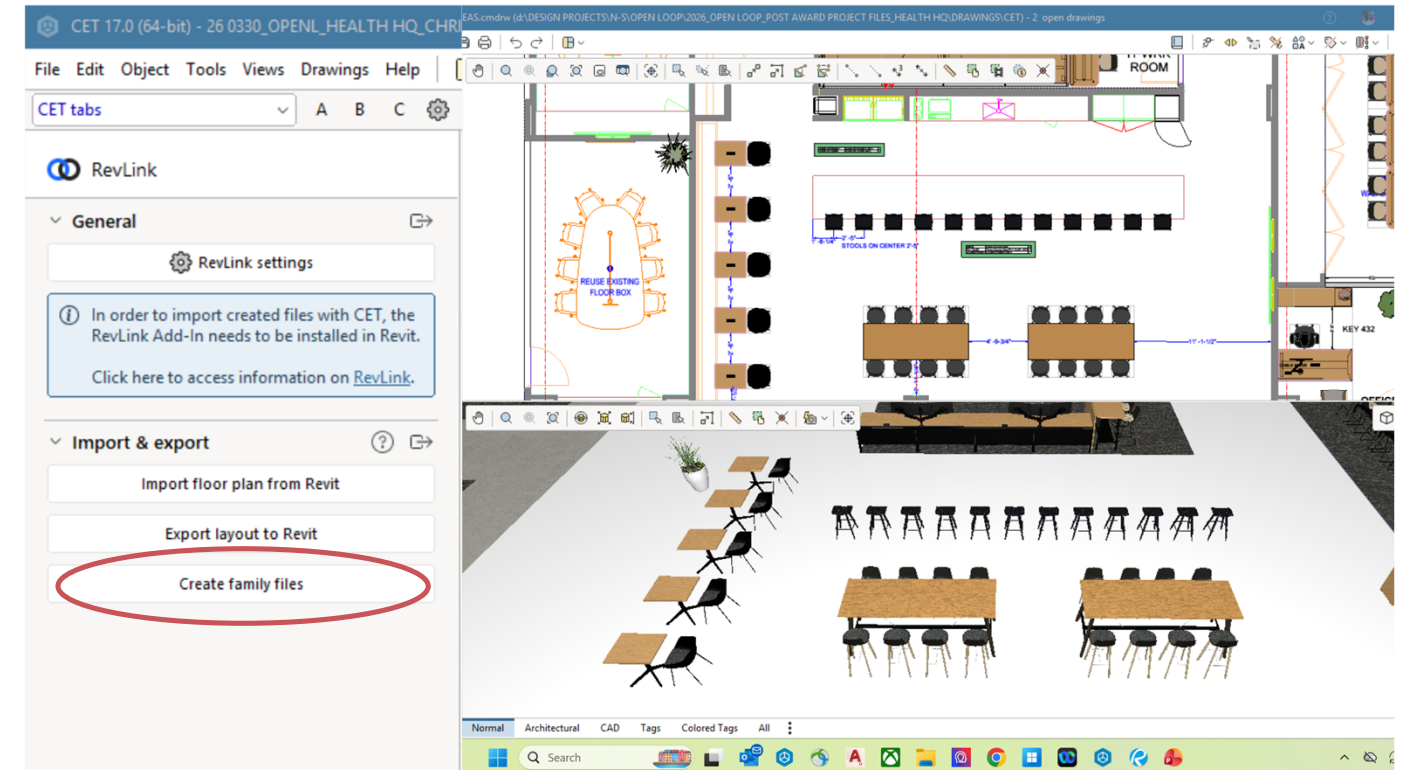
Instead of coordinating through disconnected drawings and product images, we could use visualization to create a common language between the furniture team, architect, sales team, and client.

CET allowed us to move fluidly between **planning, specification, visualization, and review**, making design conversations more productive and helping identify coordination issues earlier.

Our CET driven workflow:

**Program → Space Plan → Product Review → Coordinate
→ Visualize → Present → Refine → Approve → Order**

That same process was repeated across the project's space types, creating consistency while allowing each area to have its own design identity.



Visualization That Accelerated Decisions

Helping the Client See the Design Before It Existed

Visualization became much more than a final presentation tool—it became an active part of our design and decision-making process.

CET and Revit/Enscape allowed us to translate specifications into realistic environments where the team could evaluate furniture scale, placement, finishes, and overall design intent. *Rather than asking stakeholders to interpret plans and individual product images, we could show them how the complete space would actually feel.*

We supplemented these renderings with **AI-modified product imagery and storyboards** for individual areas of the plan. Together, these tools created a visual narrative that connected product selections with the overall workplace experience.

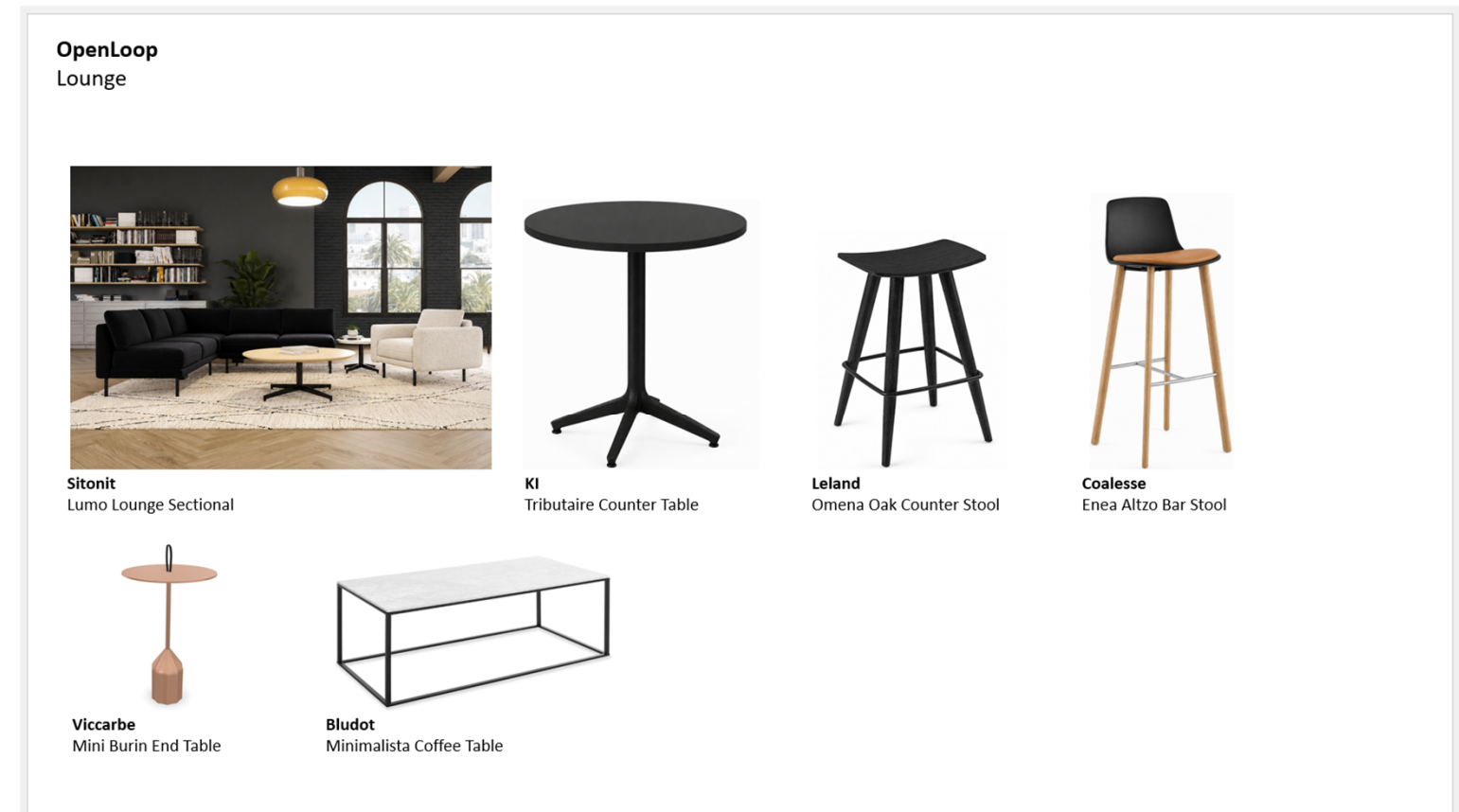
This helped transform conversations from:

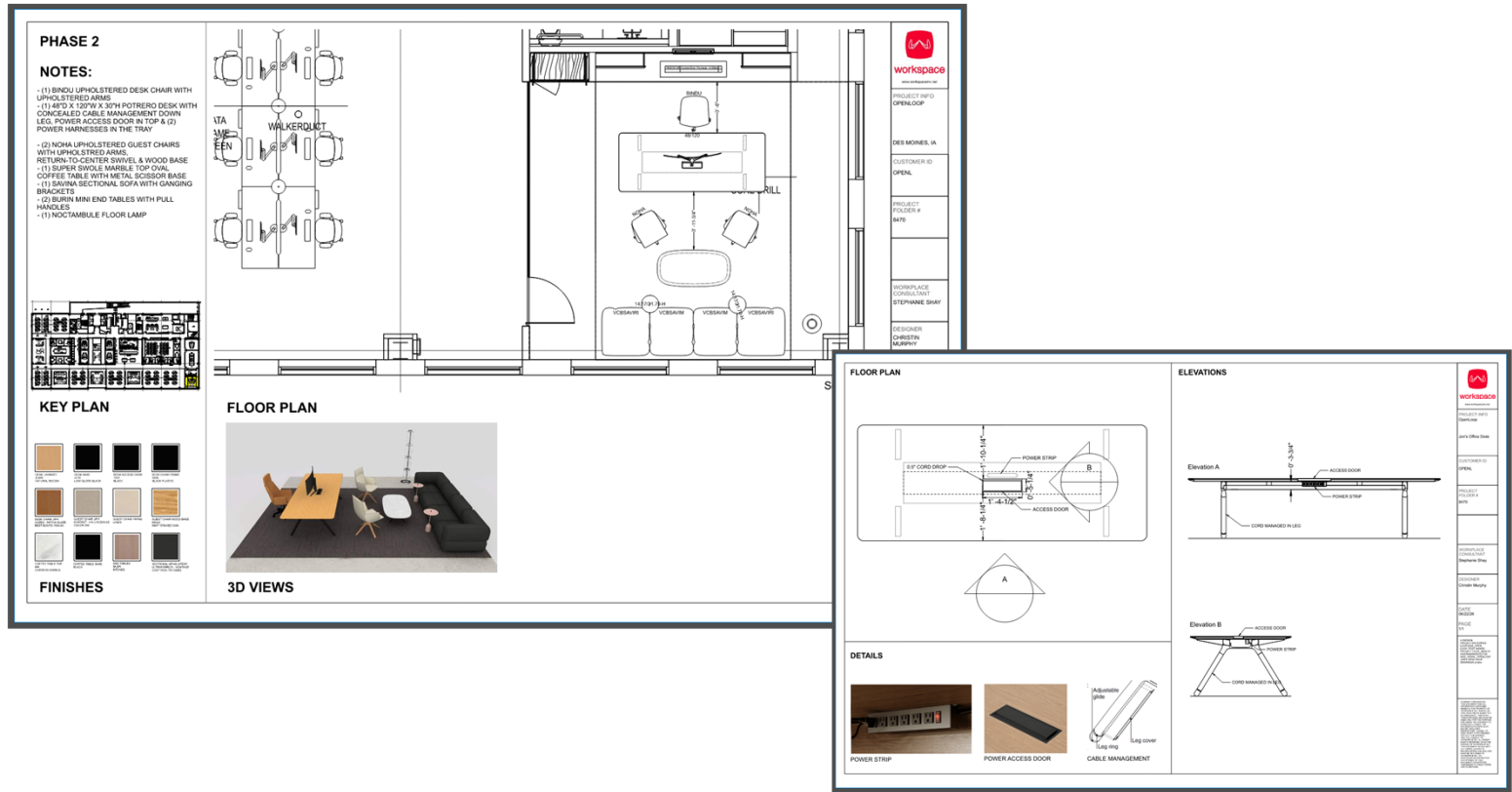
“What does this product look like?”

to:

“Is this the right solution for this space?”

The ability to visualize decisions in context supported faster reviews, clearer feedback, and greater confidence as selections moved toward final approval.





From Design Intent to Successful Execution

Closing the Loop

The strength of the workflow was that visualization did not end at presentation. As designs progressed, CET remained connected to product review, finish selection, budgeting, peer audits, client approvals, and ultimately ordering. We also developed installation documentation and approval templates to give the client and project team a clear record of what had been approved and how it would be implemented.

The result was a workflow where information became progressively more detailed rather than being recreated at every project milestone.

CET helped us connect:

- **Design** — programming, planning, product selection, and specification
- **Collaboration** — architect coordination and iterative design workshops
- **Visualization** — realistic furniture, finishes, and placement in context
- **Communication** — presentations, storyboards, and client approvals
- **Execution** — audits, sign-offs, ordering, and installation documentation

What made OpenLoop successful wasn't simply creating beautiful renderings. It was using CET as part of a **connected design process**—one that allowed designers, sales, architects, and the client to make better decisions together.

CET helped us turn complexity into clarity, visualization into confidence, and design intent into an executable solution.

