

## Companies join to take space at Union Station

**Richard Lawson**

Gene Daniels, principal in Design Collective Inc., and Ron Galbraith, president and CEO of Management 21, will become the first office tenants in the Randall G. Sender Pavilion, formerly known as the old Baggage Building, behind the Union Station Hotel.

The two Nashville-based firms recently leased 19,425 square feet in the nearly 63,000-square-foot building. They plan to move into the space in September.

Galbraith says he and Daniels have been talking about making the move for two years.

"We've been waiting for the right space," Galbraith says. "The old Baggage Building is a perfect location."

He notes that it is behind the Union Station Hotel and near the old post office building on Broadway that will be converted to the Frist Center for Visual Arts. The pavilion is owned by Henry Sender, who also owns nearby Cummins Station, an old warehouse converted into an office building.

The Metropolitan Development and Housing Agency has designated the area as an arts center redevelopment district.

"These tenants are going to be a great draw for the building," says Ira Blonder, an agent with Nashville real estate firm Grubb & Ellis/Centennial, who represents the building.

"Because of their cutting edge in the industry, they will attract like-minded businesses," he says. "We have turned away users of similar size because the owners felt they didn't best represent the building and the arts district."

Ken Leiser, an agent with the Nashville office of Los Angeles-based CB Richard Ellis, represented the tenants.

Design Collective, which opened in 1988, will move out of the Washington Square Building at 222 Second Ave. N. in downtown. Management 21, founded in 1985, currently is in an office building at 25 Century Blvd. near Nashville International Airport.

The two firms will create a "Vision Center" in their new offices. Both firms can bring clients in to show what each can do.

The approximately 7,000-square-foot vision center also will be a conference space for companies to come in and hold planning meetings.

Design Collective designs interior spaces to fit the corporate cultures of its clients. Two of its big clients are Dollar General Corp. and Caterpillar Financial Services Corp.

When the firm goes into a client's office, it goes through what Daniels describes as a programming exercise, looking at the number of people working and how they work. The firm then designs the space to fit the company culture.

But in going through the process, Design Collective gets deeply involved with the culture of its clients.

"We got so involved in management and culture we needed help," Daniels says.

Design Collective had been a client of Management 21 for four years and started to work together on projects. Management 21 provides staff and leadership training and strategic planning consulting, working mostly with executive teams and company boards.

"We help organizations go through large-scale complex change," Galbraith says.

The two firms worked together on Caterpillar, which is expanding and will move into a new office building on West End Avenue early next year.

Management 21 helped the company look at its work processes and Design Collective looked at how the work spaces could be designed around those processes.

"It's kind of a different play on environmental design, strategic planning and management consulting," Daniels says.