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DEGW Names New Director in San Francisco, Expands Workplace Assignments for Technology Sector

With Georgia Borden as the Director of the San Francisco office, DEGW, the global strategic workplace consultancy, establishes itself as a firm that optimizes the workplaces of the region's most successful technology companies.

SAN FRANCISCO, June 10, 2009 – The international workplace consultancy DEGW announced that Georgia Borden has been appointed Director in charge of its San Francisco office. Borden will lead the firm's work with corporate and institutional clients in the region, and in particular the firm's growing portfolio of assignments for high-tech companies seeking improved work processes and efficiencies through workplace innovation.

While DEGW is renowned as the leading expert in workplace concepts for such sectors as finance, education, pharmaceutical, and government, Borden's experience and goals align perfectly with northern California's technology sector.

Andrew Laing, Managing Director – North America for DEGW, said, "Georgia Borden's experience with high-technology leaders and her strong background in planning will serve DEGW's clients exceptionally well. Many companies are looking not only for ways to improve their work processes but also to evaluate their entire real estate strategy."

According to Laing, Borden is a San Francisco native who first worked for DEGW in 2000, and returned after earning a Masters in Urban Planning from Harvard University's Graduate School of Design. In addition to DEGW, she has worked as an urban planner at Sasaki Associates and as co-founder of the partnership Metropolitan

Planning Collaborative. “Georgia is able to lead diverse teams in establishing vision, setting goals, and successfully implementing new workplace concepts that have measurable, bottom-line results,” added Laing.

With offices in New York and San Francisco and throughout Europe, South Asia and the Americas, DEGW is known for implementing practical solutions to a wide range of issues related to office design, work effectiveness, mobile technologies, and sustainability. The company has been consulting on workplace solutions by employing research, work strategies and design principles for more than 30 years. The San Francisco office opened in 2006.

In the time since the San Francisco office opened, DEGW has developed an admirable clientele including Cisco, Microsoft and Intuit, and has worked with longstanding clients such as Google. They have built a core competency around optimizing the spaces their clients already occupy and designing space that supports strategic activities. One major focus is helping organizations reduce their need for additional real estate and their environmental footprint by using space more intensively.

According to Borden, DEGW’s cross-disciplinary teams employ a research-based approach to develop strategic solutions and imaginative design concepts that meet the needs of both employer and employee. “So many of our clients in the Bay Area create products that enable us to work anytime, anywhere. We have a unique opportunity to help them align their workspace with their business.” said Borden of how DEGW’s approach has been focused in the high-tech sector. ###

About DEGW

Founded in 1973, DEGW is a leading strategic design consultancy operating from twelve offices in Europe, Asia Pacific, and North America. Clients use DEGW’s international expertise to find appropriate local solutions that achieve their objectives and deliver measurable business benefits. DEGW enjoys a solid reputation for helping clients align physical space with organizational objectives, leading numerous market sectors that rely on the integration of technology, human behaviors, and the built environment. While best known for its work consulting on high-performance workspaces for Fortune 500 companies, DEGW’s range of experience also encompasses strategic assessments of large complex sites to meet business, social, or economic goals, as well as leadership in sustainable accommodation – green building and interiors concepts focused on occupant well-being and effectiveness.

About Georgia Borden

Georgia Borden first worked for DEGW in 2000 after graduating with a BA from the University of Pennsylvania. She left the firm in 2002 and went on to earn a Masters in Urban Planning from Harvard University’s Graduate School of Design. A native of San Francisco, Borden returned to California and worked as an urban planner at Sasaki Associates before rejoining DEGW when they opened the San Francisco office in 2006. In addition, she co-founded Metropolitan Planning Collaborative in 2004, which was hired by Habitat for Humanity in Charlottesville, Virginia after winning second prize in a competition to design a mixed income, mixed-use community.