

DE JONG DUKE CASE STUDY



LOCATION

Allen Park, MI

SPACE TYPE

Office Space and
Warehouse

SIZE

80,000-sf

ARCHITECTURE FIRM

Provoke Design

GENERAL CONTRACTOR

PCI

PROJECT MANAGEMENT

Signature Associates

MANUFACTURING PARTNERS

AIS, 9to5, Emeco, Loftwall,
Source, Stylex, Enwork, Narbutas,
RH Contract, West Elm, Ghent,
BluDot, Warehouse Racking

THE STORY

OBJECTIVE

The client set out to create a modern Scandinavian inspired workplace that paid tribute to their Dutch roots while functioning as a living showroom for their high-end coffee machines. The goal was to design a light, airy, and inviting environment, one that feels more like a trendy café than a traditional office, while seamlessly connecting office, showroom, and warehouse operations. The space needed to support client engagement, employee comfort, and operational efficiency under one roof.

DESIGN SOLUTION

The design blends light wood tones, organic materials, and an open, transparent layout that visually connects the office and warehouse environments. A large communal café anchors the space, complemented by flexible workstations, meeting rooms, quiet zones, a tech lab, and outdoor gathering areas. The showroom showcases the client's premium coffee equipment in a natural, experiential setting, while ergonomic furniture and

thoughtful planning ensure the space supports daily work, collaboration, and innovation.

DESIRED OUTCOME

The result is a multifunctional headquarters that seamlessly balances brand experience, workplace performance, and operational flow. By transforming an automotive engineering building into 20,000 square feet of front office and 60,000 square feet of warehouse, assembly, and receiving space, the project was delivered through a fully turnkey approach. Rightsize Facility provided furniture, warehouse racking, relocation services, and decommissioning, streamlining the transition with a single point of contact. The finished space reflects the client's identity, supports growth, and delivers a cohesive environment where people, products, and processes come together effortlessly.

