

Monthly Production Overview

Client: Max Knoll

Production Period: February

Approval deadline: [date]

Client Requests

Client Requests have been reviewed and scheduled as follows:

February

- Recent commercial fit-out details and imagery
- Website services and positioning updates
- Updates to existing client-facing asset: Office Relocation Checklist

March

- Create Capability Statement document from supplied notes
-

Monthly Overview

This month's production delivered the February-scheduled updates across core public-facing materials. Recent project activity was updated to the website, service messaging was refined to reflect current positioning, and the nominated client-facing asset was updated accordingly.

Editorial and supporting social content were developed using the supplied project details and imagery and are outlined below for approval prior to publication.

Website Updates & Routine Checks

Completed — no review required.

Published new project feature in the Projects section, including overview, design rationale and supporting imagery.

Refreshed supporting copy on the Services page for clarity and accuracy.

Reviewed and updated Google Business Profile imagery using supplied project photos.

Checked contact forms, internal links, and key pages for correct functionality.

Resolved minor formatting and layout inconsistencies identified during routine checks.

General site hygiene review to ensure content remains current and accurate.

Reference Links

Project Feature | Services | Google Business Profile

Client-Facing Materials

Completed as requested — no review required.

Updated client-facing PDF Office Relocation Checklist, to reflect provided information, imagery, and formatting.

Added to Google Drive Assets folder.

Reference Links

Office Relocation Checklist — Google Drive

Editorial Content

Prepared — see attached draft for review.

Insight article examining the gap between design intent and everyday workplace use, referencing the recent fit-out as a practical example. Forms the anchor piece for this month's channel content.

Social Content

Prepared — see attached draft for review.

Content suite developed to support project feature and reinforce Insight article.

- LinkedIn post linking to the Insight article
 - Instagram and Facebook posts aligned with recent project
 - Each aligned to distinct project angles
 - Professional, industry-aligned tone maintained
-

Approval & Next Steps

Please review the editorial article and social posts attached.

Please review the attached editorial and social drafts.

Minor refinements may be requested on or before **[Date]**

If no changes are received, content will be scheduled for publishing next month as planned.

If everything is approved, no further action is required.



Editorial Content for Review

Placement: Website insights / news section

Title: Closing the Gap Between Design Intent and Use

Workplace briefs often set out to deliver a balanced mix of spaces: collaboration areas, quiet rooms and flexible workpoints.

In many projects, those spaces are provided exactly as planned.

Where complexity tends to emerge is in how they are used once teams move in.

Meeting rooms can gradually become default workstations. Collaboration zones may sit quieter than intended. Quiet areas are sometimes absorbed into general use rather than supporting focused work. The issue is rarely one of provision. More often, it reflects a disconnect between design intent and the rhythms of everyday behaviour.

Adoption does not occur automatically. It requires planning informed by how teams actually operate: how they move through a space, where informal conversations occur, and how frequently they shift between tasks. Early engagement and a clear understanding of existing patterns can shape whether new environments are embraced or subtly reinterpreted. Consistency in room typologies, intuitive circulation and carefully considered material cues all contribute to making the intended use clear without relying on instruction.

In our recent commercial fit-out, planning decisions were guided by established workflows rather than imposed assumptions. The outcome was an environment that supported intended use from the outset, reducing the need for behavioural correction post-completion.

A workplace performs best when provision and practice are aligned.

View the full project here.

[Link]



Channel Content for Review | Post 1

 **Max Knoll**
JUST NOW ⋮

In collaboration with #thewayweavers, this project explored how focused work areas can be integrated into the wider workplace strategy, not just acoustically separated from it.

Dedicated focus zones were positioned around established working patterns, ensuring they felt accessible, appropriately scaled, and intuitive to use. Subtle material shifts and spatial cues helped reinforce their purpose without relying on heavy signage or policy.

It's a reminder that design intent is most effective when it aligns with how people naturally work.

We explore this further in our recent article on closing the gap between design intent and everyday use:
[Link]

#WorkplaceDesign #InteriorArchitecture #CommercialFitout



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Channel Content for Review | Post 2

 **Max Knoll**
JUST NOW ⋮

On this recent workplace project with #thewayweavers, this project considered how breakout and lounge areas could feel like a natural extension of the working day, rather than designated “feature” spaces.

These zones were positioned and detailed around existing patterns of movement and interaction, supporting how teams already connect. The focus was on creating spaces that feel intuitive and genuinely used, rather than simply well-designed.

This thinking is explored further in our recent article on aligning design intent with real behaviour:
[Link]

#WorkplaceDesign #CommercialFitout #InteriorArchitecture



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Channel Content for Review | Post 3



Max Knoll
JUST NOW



Across this workplace project for #thewayweaver, each zone was carefully considered to support different paces of work while maintaining a cohesive architectural language.

Warm timber detailing shapes collaboration areas, integrated technology supports meeting spaces, and open work zones remain visually connected without feeling exposed. The overall aim was clarity and ease of use, rather than unnecessary complexity.

#CommercialDesign #WorkplacePlanning #InteriorArchitecture



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Channel Content for Review | LinkedIn Post



Max Knoll
20,287 followers
2d

Workplace strategy often concentrates on provision. The right mix of collaboration areas, focused rooms and shared spaces is carefully defined and delivered.

What receives less attention is how those spaces are interpreted once teams move in. Over time, even well-planned environments can drift from their intended use. Not because the design is flawed, but because intent and everyday behaviour were not fully aligned at the planning stage.

Adoption is rarely automatic. It is influenced by established workflows, movement patterns, informal gathering points and the subtle signals embedded in circulation, materiality and room typologies.

We have shared a short insight on this dynamic and how it can be addressed during the design process.

Read the full article here:

Closing the Gap Between Design Intent and Use - https://lnkd.in/eFje_8z6

Featured projects | Max Knoll Rivergate HQ, Atlas Financial Tower, Northbridge Commons, Solara Tech Hub

[#WorkplaceDesign](#) [#CommercialInteriors](#) [#BiophilicDesign](#) [#OfficeFitout](#) [#FutureOfWork](#)

