



Oak and aluminum accent the design of one of the new Rudolf Wolff and Company trading clusters.

The Customer Challenge

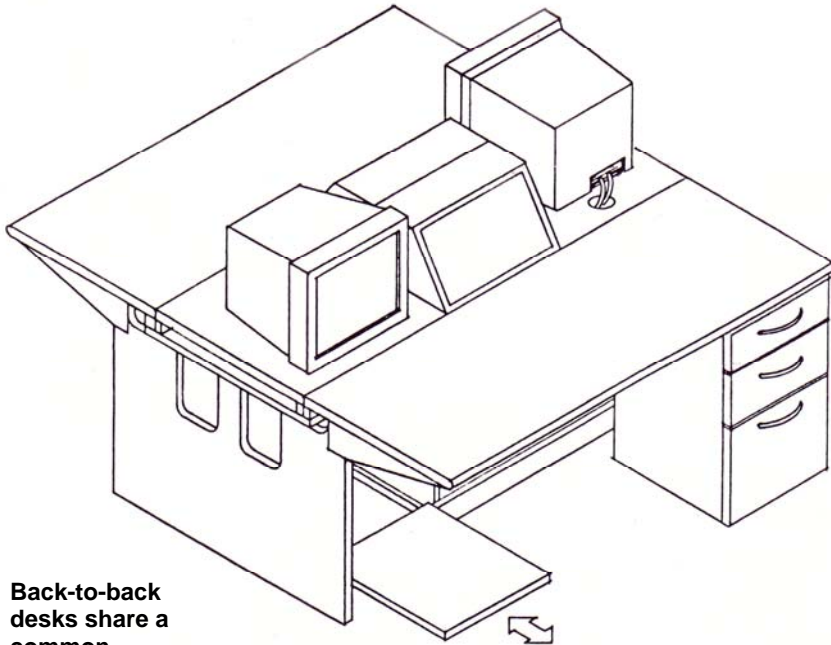
Rudolf Wolff and Company, with offices in London, Hamburg, Tokyo and New York, are founding members of The London Metal Exchange. The core of their business is metals; with their expertise in the market, knowledge of the metals and capability in financing, they offer both general and customized services needed to provide complex solutions to today's market place.

In expanding to an additional floor in a Manhattan office tower, Rudolf Wolff's goal was to open its trading floor to the panoramic views visible from three sides of the room. To accommodate new

technology, the firm needed an innovative solution to fitting 18 trading positions and support equipment into an "L" shaped space interrupted with structural building columns. A high priority was placed on maximizing each trader's workable desk space and maintaining line-of-sight contact within each of the trading "clusters" – bullion, LME and Forex.

The Synthesis Solution

The Synthesis design team determined that a two foot deep front desk would provide generous work space; and a two foot deep equipment well would accommodate the large single monitor that each trader required. CPUs, electrical and



Back-to-back desks share a common "equipment well" and under-desk access core to reduce the overall footprint.

telecommunications cabling would be housed under the "equipment well." While a back-to-back orientation was required to create the trading clusters, it quickly became clear that the footprint of a traditionally structured desk cluster would be much larger than the space available in the room. "This is where the Synthesis approach really made sense," pointed out Elizabeth Martin, Synthesis Senior Manager. "Our system provides complete flexibility in structuring a desk to meet requirements of the space, the equipment, the technology and the trader."

After discussions with the client and equipment vendors, the Synthesis team reduced the footprint and still maintained the two foot depth of workable desk space each trader required. Explained Ira Saltz, Synthesis Designer, "We simply eliminated the equipment well of one of the desks in each cluster – a savings of two feet in depth – and structured the remaining back as a shared access core."

Desk fronts are cantilevered off the core on opposite sides and each trader has direct CPU access from a slide-out shelf in the core. Opposite facing monitors and turrets in the "equipment well" above the core complete each trading position. Cantilevering the desk top also gives traders complete flexibility in placing personal file pedestals and seating.

The aesthetics of the desks come from the architect's overall design and the ability of Synthesis to provide cost-effective manufacturing solutions. Desk clusters are framed with rift-cut white oak veneer end panels; drawer and cabinet fronts are finished with brushed aluminum, reflecting the metals trading focus of Rudolf Wolff; work surfaces are high-pressure laminate.

Six weeks after Rudolf Wolff approved the design, the desks were installed under the supervision of Mike Geyer, Synthesis Production Manager, who is responsible for manufacturing at the factory.

Cai Palmer, partner in charge of the project for Rudolf Wolff commented, "In New York, where the typical view from and of a trading room is one of bland sterility, we had the opportunity to enhance the trading environment of our traders by opening up the room to the views of the city from the 40th floor. To do this, and yet retain the proximity of the trading desks to one another and to the different markets that we trade, we really needed not just a flexible design, but also a partner in this project who listened to our needs and requirements and actually designed, built and installed a trading floor that works for us. That partner was the Synthesis Trading Desk team."

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