

Securian Financial

Location: Saint Paul, Minnesota

Architect: Gensler ■ Minneapolis, MN

Scope of Work: 190 Linear Feet, (16) Sliding doors + (29) Fixed Panels + (4) Swing Doors

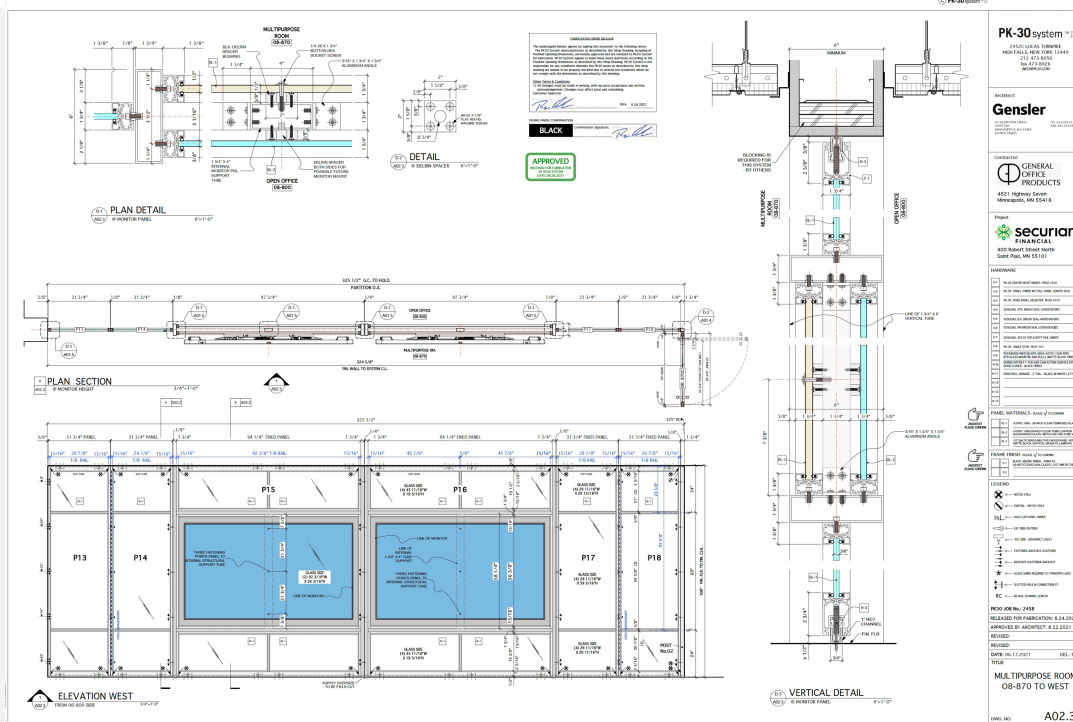
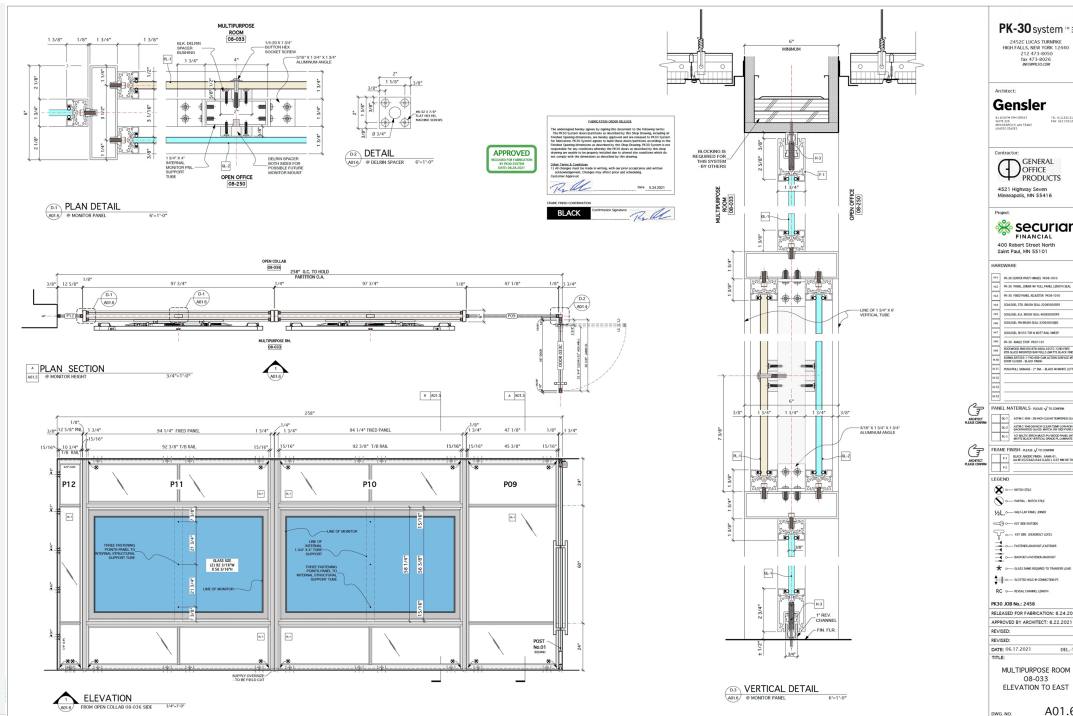
Dealer: General Office Products ■ Minneapolis, MN

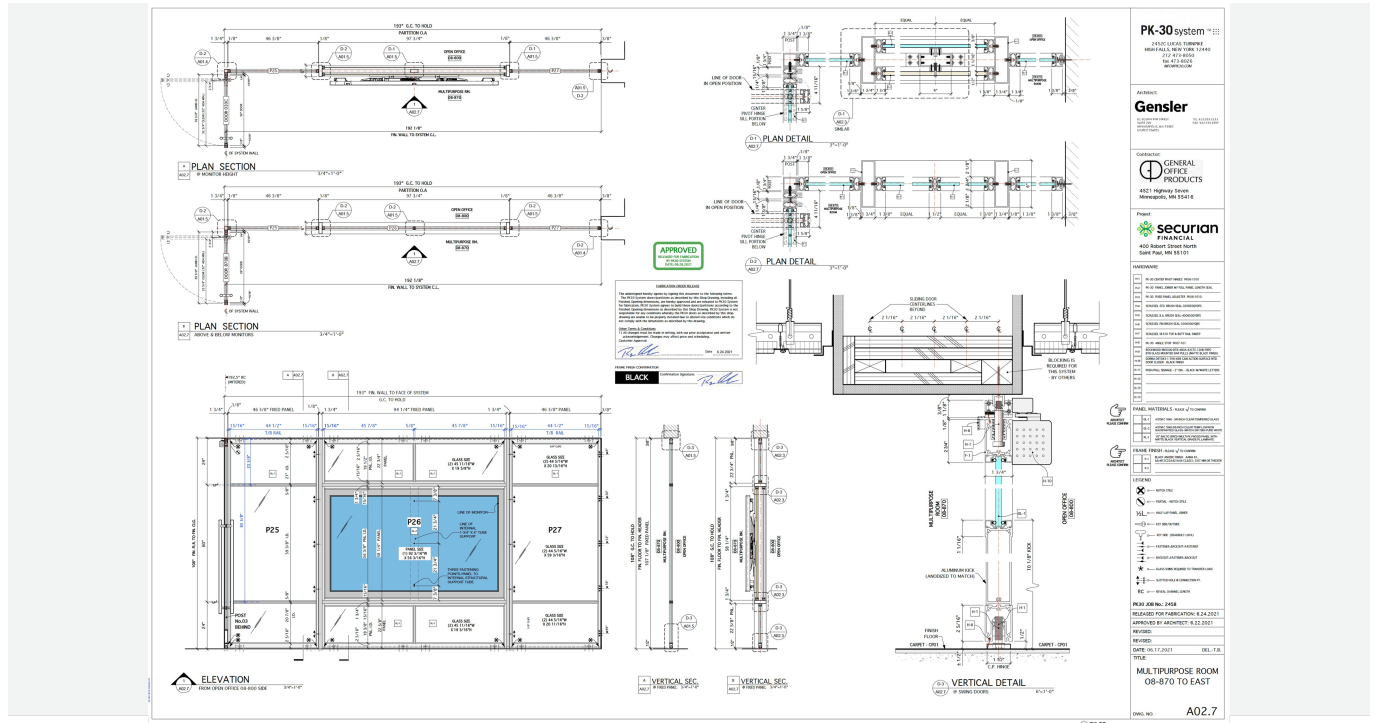
Photographer: Corey Gaffer © Gaffer Photography

Custom Solution: Engineered Support for Dual 98" Displays with Integrated Flexibility









The design of Securian Financial’s new workplace Reimagine Prototype includes demountable walls and modular concepts for incorporating collaborative spaces, new workstation prototypes, team zones, and amenity areas into its 28,000 square foot space. Tailored yet fluid, the office space is organized around a “central park” for informal gatherings, providing a variety of settings, flanked by technologically integrated “conservatories” for large team activities. Located throughout the space, seating nooks additionally offer moments of peaceful pause during busy days. Natural wood tones, greens and blues, and organic textures mirror the flexibility of the modular concepts.

To reimagine Securian Financial, the team’s approach launched the Workplace Performance Index (WPIx) survey to gain a snapshot of user expectations, patterns of use, and needs. The WPIx gauges success and “lessons learned” to apply to future launches of design concepts throughout the campus. The Re-Imagine Pilot will be evaluated by the client every three months, so that the space can continue to adjust and be refined to meet the needs of people returning to work.

Gensler website

<<https://www.gensler.com/projects/securian-financial-reimagine-prototype>>

Challenge:

- Design and engineer a customized solution for supporting multiple NEC Ultra High-Definition 98-inch wide displays, weighing up to 200 lb.
- Provide removable display support panels, providing access to a concealed wiring chase/electronic component and power source area.
- Provide an option to install back-to-back displays or one-sided displays with a back painted low-iron writable surface glass panel on the exterior.

Custom Solution:

[PK-30](#) System engineered a fully customized solution that blended technical performance with minimalist design. Our team worked closely with Gensler and the audiovisual subcontractor to develop a support system that could structurally carry the weight of dual 98" NEC displays—either back-to-back or single-sided with a writable, back-painted low-iron glass panel on the opposite face.

To preserve visual transparency and simplify service access, we designed a removable support panel integrated into the wall system, concealing a built-in wiring chase. This approach maintained the system's elegant profile while meeting the demanding structural requirements for large-format A/V installations.

In addition, [PK-30](#) developed a telescoping bi-parting [sliding door](#) configuration to provide a 29-foot-wide clear opening. This expansive opening supports the fluid transition between large and small team configurations, supporting everything from town halls to intimate work sessions, all without visual or physical barriers.

These solutions were made possible through [PK-30's](#) advanced machining, precision assembly techniques, and ability to custom fabricate to exacting tolerances, critical for integration of both glass and heavy mechanical equipment into the same system.

Solution:

[PK-30](#) System consulted with Gensler and the AV sub-contractor to achieve a customized solution that would satisfy both the technical, structural and aesthetic concerns. The resulting [PK-30](#) System engineered design exceeded expectations.

Highlights:

- Flexible multi-purpose rooms with customized [PK-30](#) System walls, incorporating transparency above and below the Audio Visual display panels.
- Telescoping bi-parting [sliding door](#) elevations that create a 29' wide clear opening.

Tag: Securian Financial, St. Paul