

Office
工作区

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空间



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Preface

by John Hadfield

About John Hadfield

John started his career in advertising as a graduate trainee at Lowe Howard-Spink in London. He spent his first seven years gaining a wide range of experience from Clients such as Stella Artois, Smirnoff, General Motors and Tesco.

In 1999, John joined HHCL (Howell Henry) becoming a Partner, with particular responsibility for Business Development.

John joined BBH London in 2003 to run the Unilever Personal Care Business across Europe, and in 2005 he moved to Singapore as Managing Director of BBH Asia Pacific.

Since then, the Agency has doubled in size.

Key Clients include Levi's, Diageo - Johnnie Walker, Unilever - Axe, Vaseline and Flora, British Airways, Perfetti Van Melle, Land Transport Authority of Singapore and NTUC Income (Singapore's largest insurer).

BBH has a global reputation for creatively driven communication that builds brands.



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OFFICE DESIGN

So, a caveat, I'm not a designer or an architect. I'm a Client in a creative business that just redesigned their office, so this is a view. Not gospel.

Form and Function, as client or designer, remain our constant objective. However, it appears that the client brief is changing somewhat.

Over time our working practices have developed, and design needs to reflect this. Just as the factory has evolved from the sequential working of the production line to team orientated working systems, so office life is moving away from the baton passing, discipline-led to more team based, task-led systems.

Design can catalyse this new way of working. In our business, we all moved to large open plan refectory tables around a central bar for people to have casual meetings...simple but effective.

And this change has forced an evolution in the relationship between office space and status. The team has now taken priority over the individual. Therefore, the need for, or size of, ones office becomes irrelevant.

Of course this has to be balanced with the need for 'quiet space', but this can be realised in different ways. At BBH, all our offices have been removed, but the number of 'other' private spaces has risen substantially.

Our lives are ever more dominated by the aesthetic. Whether in a restaurant or hotel, an ipod or a piece of packaging... the form has become more important. This look is no longer the preserve of the wealthy or the interested few, or only for the weekend or holiday, but for everyone, all of the time, at work as well as play.

Ultimately, we must recognise that offices are people businesses and need to go out of their way to attract and keep the best talent. The best are attracted by a strong culture and set of values: a point of view. The best want inspiration. Design can help provide all of the above. Hallelujah.

John Hadfield, 2008



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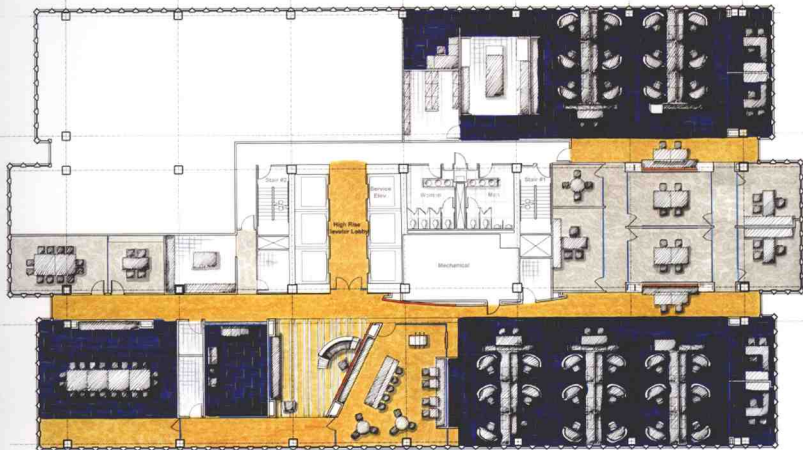
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Ames Scullin O'Haire, Georgia
TVS Interiors

- Georgia, U.S.A.
- 1,020 sq.m.

Transparent entry doors in combination with an angled reception wall engage visitors upon their arrival from the elevator lobby.



Rendered Floor Plan

Ames Scullin O'Haire is a growing advertising agency known for its highly collaborative business practice both internally amongst employees and externally with clients. The company was seeking a new place to call home when they charged TVS Interiors with designing a new 11,000 sq. ft. home for the company that captured the ad agency's dynamic culture.

The result was a business environment responding to the needs of the fast paced media industry while injecting flavor and movement through a space supportive of spontaneous collaboration. The transparent entry doors, in combination with an angled reception wall, engage visitors upon their arrival from the elevator lobby. The use of layered drywall in the ceiling plane helps to articulate repetitive bands through the space while employing an organizational method for the ceiling systems. A bright injection of orange was used as a streak of

colour through the public space and workspace corridor to create a visual datum that helps to encourage the eye to connect the two spaces. The workspace incorporates touch down areas adjacent to major circulation providing opportunity for collaboration while individual workstations are configured to minimize visual distractions in an energy filled environment. Multiple Presentation Room layouts allow for a range of presentation formats from formal client presentations to creative team brainstorming.

The final design solution allows Ames Scullin O'Haire to showcase who they are to their clients while creating an environment supportive of creative collaboration.





Reception Area Perspective



Reception Area Perspective





Work Space Perspective