

# INSIDE / OUTSIDE 办公室设计 II

# OFFICE DESIGN II

PLEASE ENJOY THIS BOOK AND LOOK FOR YOUR DREAMING WORKPLACE!

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OFFICE DESIGN ||  
|| INSIDE OUTSIDE



## The importance of building brand identity

Globalization means more flow of information, greater opportunities, but also more competition.

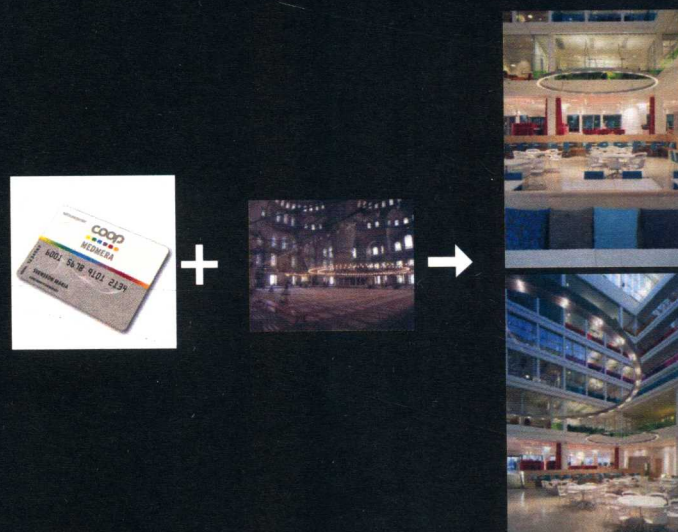
To attract new clients, and the best talents, brand identity is one important factor, that separates your company, from others. A strong brand generates higher margins and better loyalty from both clients and employees. The brand identity of the office is crucial for creating new corporate values.

## Where do you like to work?

We live in a time when technology gets smarter, smaller and more flexible. We can work almost anywhere. In order to work you don't literally have to go to work. The office is no longer a place for storing things, preferable to discuss, report, and to socialize. The anatomy of the office is becoming more "we-orientated" than "me-orientated". Therefore it is important that the office enables collaboration and focus on building a strong and clear brand identity. To illustrate what this could be, I've selected three examples. They were all created early in the process, to visualize project goals, with a strong brand identity.

1. Coop Sweden's HQ was relocated from an "A+" to a "B-" location. One crucial task was to create a new "home" in the new premise that summarized the brand identity. The colors of the membership card and the circles of the logo are symbolized in the circular light fittings and color strips on the balconies.

COOP





## 2. Skype

The idea behind the Skype software has generated the design concept for the Skype office in Stockholm; Skype being a useful and playful tool that allows video calls over the Internet.

The contemporary interior generates not only an eye-pleasing environment but also an inspiring work place, that allows good, crazy and brilliant ideas to develop. **The cloud logo and the electronic gears are symbolized in the lighting fixtures and in the wallpaper design.**

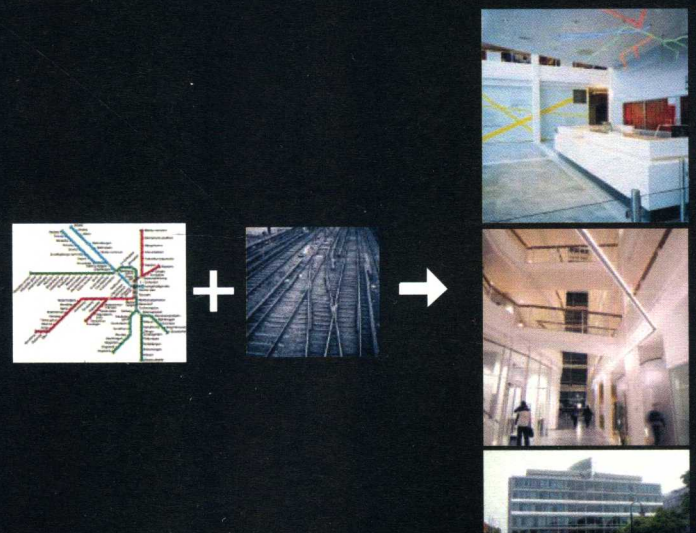
SKYPE



## 3. SL

SL, Stockholms lokaltrafik, is the biggest provider of public transportation in Stockholm with almost 2 million travelers each day. The HQ was created as a metaphor of tracks and bridges that connect people. **The subway map and the geometry of tracks are symbolized in light fittings and graphics.**

STOCKHOLMS LOKALTRAFIK





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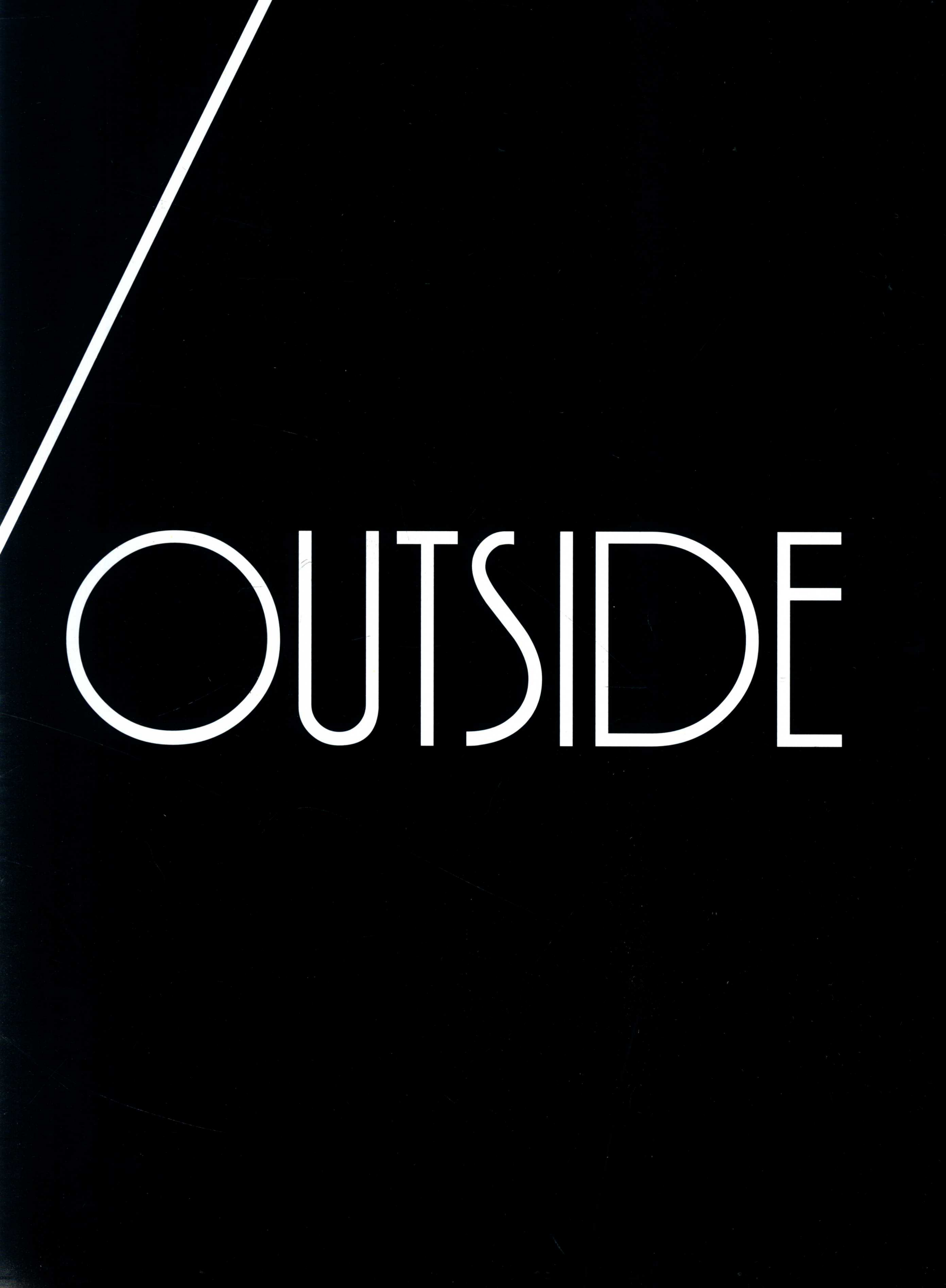
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INSIDE







OUTSIDE



# ACBC Office

Pascal Arquitectos

Area/ 512m<sup>2</sup>

Photography/ Jaime Navarro

The operational section is a large hall with working stations. In this space, a mural decoration, alluding to the company's business, was placed along with an indoor carpet for acoustic damping. This section also displays crystal partitions that allow sunlight through the private rooms. Located at the end of the hallway the secretarial reception of the executive area, featuring geometrical engraved crystal doors, a Jose Villalobos painting and Piranesi engravings. The executive also comprises two executive offices, a boardroom and a lounge room, all with modern furniture, wood wall panelling and ceilings in combination with plaster ceilings by grooves that hide air conditioning injections. Velvet draperies complement the atmosphere with a residential and elegant touch. In the boardroom, same materials and ceilings are used, these last ones with direct and recessed lighting through onyx plates.

Finally, it is worth to mention that the complex also has an unusual area: a lounge room with a bar that offers the opportunity to have pleasant and informal meetings around an iron and arabesque marble bar.

This office project was designed for a shopping center developer.

The initial concept aimed to create a very functional and contemporary headquarters. The design intention was to build, through the language and the atmosphere, architecture completely different from the traditional, institutional approaches, and based on the premise of the workplace as a second home where people seem to spend most of their time.

A mix of natural materials such as marble and wood, in contrast with colored tempered glass, stainless steel and iron, creates balanced color and textures compositions and at the same time offers a modern and a warm ambience. At the elevators entrance hall, the difference between the white calacatta marble and the black steel plates suggests a contradictory effect. This access leads to the reception foyer changes to a palette with elegant and warm tones and sets the atmosphere through its lighting. In this area: rosso levanto marble, papagayo wood wall panelling and a black crystal glass with a floating LCD screen that temporarily appears and disappears. The reception foyer is the access to a hallway that communicates the rest of the sections of this complex with different level surfaces and materials that hide recessed lighting.





