



SPACE CASE STUDIES:  
INTERNATIONAL





# @home

HEADQUARTERS  
TOKYO, JAPAN



## PROGRAM

SPACE-Japan was involved in all phases of this project including, programming, project management, and interior design. Focus was on generating a company image and company culture. Created was a systematic, user friendly design that emphasized communication and flexibility within the new company. Symbolized throughout the dynamic spaces, structure and material selection is a fresh atmosphere and smooth communication.

## BENEFITS & GAINS

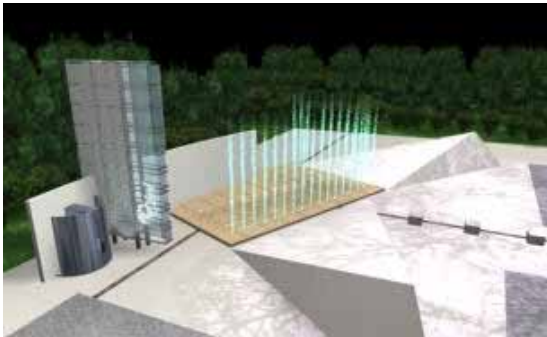
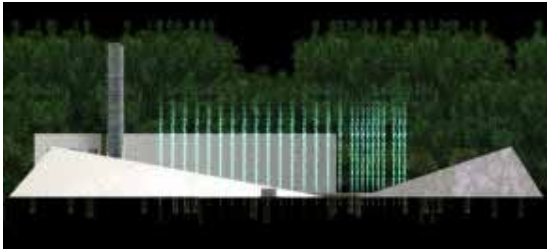
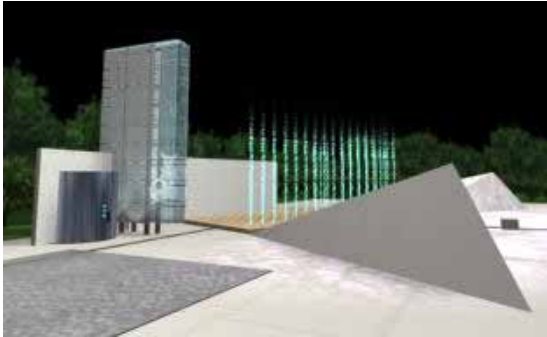
- New company image created
- Integrated information technology and environment based on work processes
- Established workplace standards to enable efficient change layouts that promote flexibility of workspace
- Accomplished design requirements under budget and within limited time schedule



# Agua Ciel

FOUNTAIN PLAZA

MAJOR CITIES THROUGHOUT MEXICO



## PROGRAM

Coca-Cola Mexico's bottled water brand "Ciel" launched a design competition for a combination fountain and plaza to celebrate the brand's values and to be used in "brand sponsored" events. The fountain's water is never still so that the effect will be of a sparkling and clean element, congruent with the brand's image. The fountain plaza is to be used year round by the general public, "every day" uses were as carefully considered as those for special events. SPACE's winning proposal contains four main elements:

1. The Tower - A translucent structure within which water gently falls producing soothing sounds. Through this water, colored lights are projected producing infinite variations of light patterns.
2. The Plaza - A land extension paved in locally quarried stone from which "dancing fountains" provide an ever varying spectacle. These fountains, when turned off, permit the plaza to be utilized for alternative functions.
3. The curved wall - This horizontally proportioned wall creates an asymmetrical equilibrium between itself and the vertical Tower. It serves as a stage back wall when the plaza is used for music concerts.
4. The stone banks - These banks can be used by spectators as sitting areas during shows or concerts. They can also be used by skaters and mountain bikers as ramps.

## BENEFITS & GAINS

- Establishment of brand identity through architectural design
- Adaptability of the design to several locations
- Added value to the site through alternative uses

1-866-inSPACE

Thinkspace.biz

# Allergan Pharmaceuticals

HEADQUARTERS  
MEXICO CITY, MEXICO



## PROGRAM

Allergan Pharmaceuticals' Latin American operations are important to the organization and emphasize the increased interest in the sales and marketing of pharmaceuticals to an emerging Latin American marketplace. The simple design uses colors and materials that are vibrant and rich in feel and in appearance. Products from Latin American providers ensured that the project was completed in less than 12 weeks from starting the design to construction completion.

After 24 months, SPACE was again retained for the expansion of the facility to accommodate an occupancy increase.

## BENEFITS & GAINS

- Advanced workplace that accommodates high levels of technology and entertains potential customers
- Established Allergan image in the Latin American marketplace
- Full program management of US based real estate and facility organization

1-866-inSPACE

Thinkspace.biz



# American Express

LATIN AMERICAN HEADQUARTERS

MEXICO CITY, MEXICO



## PROGRAM

Design strategy for the American Express Latin America Headquarters revolved around two ideas: using light as a component in the new space and exploiting views towards Mexico City's landmark 'Angel of Independence'.

With the use of wooden screens that define service areas, natural light becomes regulated throughout the floors, while frosted glass "lamps" illuminate office spaces. The Headquarters makes use of new energy management technology that help to reduce costs and improve productivity. SPACE designed special areas to accommodate reutilization of existing office furnishings.

## BENEFITS & GAINS

- New contemporary image achieved through the extensive use of technology
- Reduced operating costs and increased corporate productivity
- Improved corporate internal communication

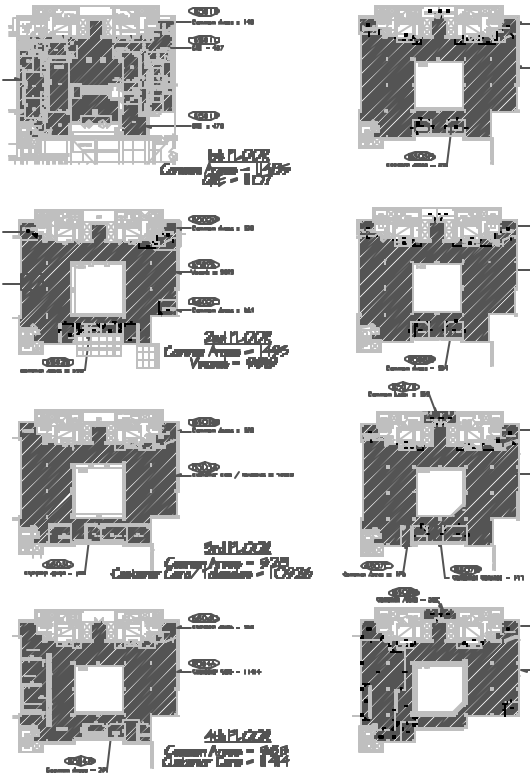


1-866-inSPACE

Thinkspace.biz

# AT&T

PROPERTY STRATEGY  
LONDON, UNITED KINGDOM



## PROGRAM

AT&T called upon SPACE to analyze the cost, condition and use of several properties in AT&T's UK portfolio. Included in the work was the development of a near-term strategy to optimize space utilization and enable AT&T to relinquish some of their most expensive leases. A comprehensive long term strategy was developed to consolidate all London executive operations into a single headquarters complex and migrate call center operations to a new, lower cost location outside of London. This strategy is projected to save AT&T 15% in real estate costs

## BENEFITS & GAINS

- Reduced real estate costs
- Long term savings into millions of dollars through relocation
- Optimization of space in specific buildings through re-planning

1-866-inSPACE

Thinkspace.biz



# Atomic Tangerine

CORPORATE DESIGN

TACOMA, NEW YORK, LONDON, BOSTON, AND  
MENLO PARK



## PROGRAM

SPACE has partnered with Atomic Tangerine to develop a corporate image and design standards throughout their offices in North America and Europe. SPACE is creating design solutions that not only adhere to the local needs of the offices, but are also in line with the corporate goals and objectives of Atomic Tangerine.

## BENEFITS & GAINS

- Cutting edge design
- Global approach to design and implementation
- Ability to translate corporate image into office design

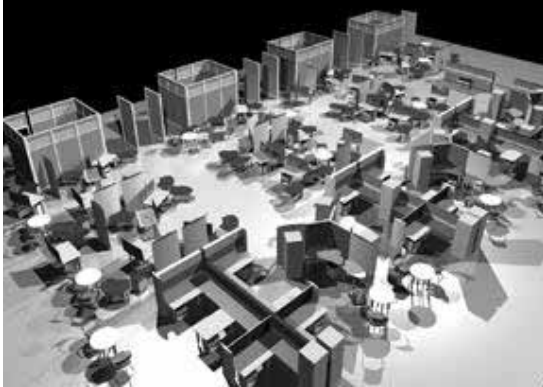


1-866-inSPACE

Thinkspace.biz

# Cisco Systems

## NATIONAL SERVICES



### PROGRAM

SPACE is an active partner supporting Cisco Systems' multiple project needs throughout the United States. We have provided services for more than 100 field offices, as well as consulting services for the Cisco Workplace Strategy Team to influence the development, implementation, support, and management of the headquarters and research and development workplace.

### BENEFITS & GAINS

- Provides scalable solutions to rapidly support changes in Cisco
- Supports business goals by providing positive physical work environments that are cost effective and improve performance
- Supports Cisco Real Estate and Facility in a full range of outsource services

1-866-inSPACE

Thinkspace.biz

# Excite

HEADQUARTERS  
TOKYO, JAPAN



## PROGRAM

SPACE-Japan provided interior design and project management for the Excite headquarters. The focus was on maintaining the existing office usage and comforts while occupancy increased. Efficient zoning was established and promoting face-to-face formal and informal communications within the office space enhanced creativity. The company culture and new company image are expressed throughout the office.

## BENEFITS & GAINS

- Integrated information technology and work environment based on analysis of work processes
- Increased opportunity for communication interactions formal and informal
- Established efficient, flexible workplace standards
- Achieved the required design under budget and with a short schedule, from cost management through project management

1-866-inSPACE

Thinkspace.biz



# General Electric & GE Capital

HEADQUARTERS  
MEXICO CITY, MEXICO

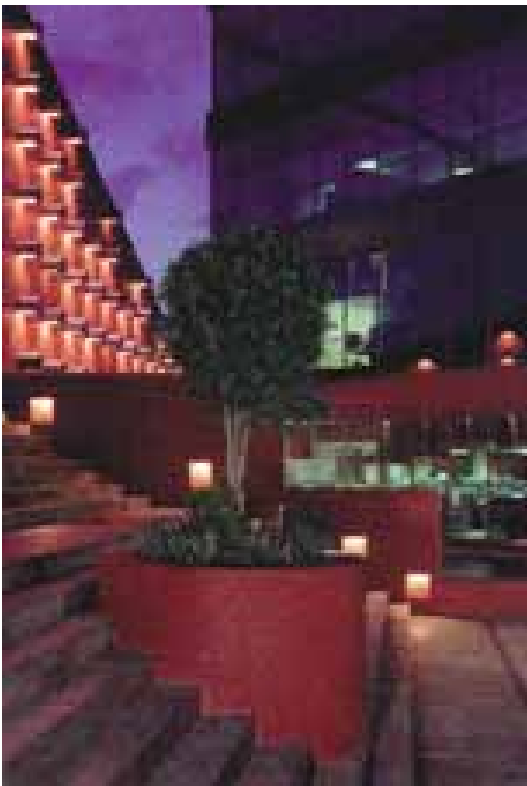


## PROGRAM

Members of SPACE planned, designed and managed the overall programs for the collocation of 16 autonomous General Electric business units into one facility with the focus on increasing efficiency. Planning consistency and new workspace standards were initiated to ease rearrangement and relocation. To eliminate redundant office functions, support areas were centralized and the complex telecommunication issues were satisfied within tight budget constraints. The implementation logistics of Mexico were overcome to create a tremendously successful solution.

## BENEFITS & GAINS

- Efficient space collocation
- Maximized flexibility while minimizing operating expenses
- Scheduling reduced costs and allowed for early move-in
- Improved functions and eliminated excess operating expenses



1-866-inSPACE

Thinkspace.biz



# Loudeye Technologies Inc

CORPORATE DESIGN  
SEATTLE/LONDON

## PROGRAM

SPACE partnered with Loudeye Technologies, Inc. to develop a growth forecast for their corporate headquarters in Seattle. In addition, SPACE was commissioned to build out their first expansion office in Europe using existing design standards while maintaining a tight budget. SPACE created design solutions that not only adhered to the local needs of the offices, but were also in line with the corporate goals and objectives of Loudeye Technologies, Inc.

## BENEFITS & GAINS

- Cutting edge design with today's need for flexibility and "eyes on the budget" mentality
- Global approach to design and implementation
- Flexible space plan that allows for growth without affecting current business needs

1-866-inSPACE

Thinkspace.biz



# Lucent Technologies

HILVERSUM, THE NETHERLANDS

## PROGRAM

SPACE was contracted by Lucent Technologies to provide interior design services for their Research and Development Center located in the Netherlands. The renovation of an existing four story, narrow office building was to conform to the new R & D image and collaborative workspace. The focus was to capture the creative energy of the R & D staff, enable the staff to rapidly develop concepts to market products, integrate into the work process, and adapt unique local conditions to universal standards.

## BENEFITS & GAINS

- Established first European corporate guidelines
- Effective cost and space utilization for workplace and Lucent product showcase
- Integrated a dynamic work environment that stimulates ideas and embodies creative energy business needs

1-866-inSPACE

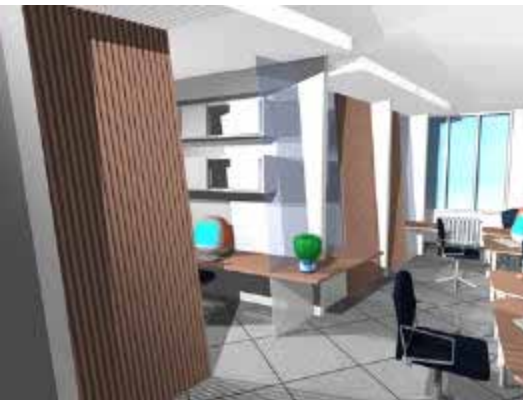
Thinkspace.biz

# Mercier Gray

BRAND MARKETING OFFICES

CONVENT

GARDEN, CENTRAL LONDON ENGLAND



## PROGRAM

Mercier Gray, a top, young, new-wave Brand Marketing Consultancies in London with clients like Warner, Pepsi International and Glaxo Smith Kline, awarded W2 Design the contract to design their new offices. W2 Design was able to fulfill the design brief, create a memorable and timeless environment with the subtle use of non-standard office fit-out materials and by adapting a standard range of shop-fitting into custom workstations within an unorthodox planning arrangement and a monochromatic interior color scheme. The inventive use of unusual materials and a radical approach to the base building maintained the low budget requirement while providing an innovative visual appeal, avoiding the usual 'cultural' statements normally attached to the advertising sector.

## BENEFITS & GAINS

- Cost efficient and creative use of materials
- Flexible workstation environment

1-866-inSPACE

Thinkspace.biz

# Pacific Century Cyberworks

HEADQUARTERS  
TOKYO, JAPAN



## PROGRAM

SPACE-Japan worked with Pacific Century CyberWorks developing the interior design and project management for their headquarters. Careful consideration was given to the flexibility of the workplace for rapid company growth. A simple and calm atmosphere was achieved through color contrast and finished details while glass partitions in the meeting area create an openness.

## BENEFITS & GAINS

- Created a harmonized company culture
- Established standards allowing for a flexible workplace

1-866-inSPACE

Thinkspace.biz



# Punto Com Holdings

CORPORATE HEADQUARTERS

MEXICO CITY, MEXICO

## PROGRAM

This internet company chose a former warehouse for its new offices. This unusual location for a corporate headquarters, together with a very low budget, brought forward the opportunity to take interesting directions in design.

"City dot COM" was the design theme for the new space. Work areas were distributed as "neighborhoods" alongside a "main street and plaza". Private offices and meeting rooms were conceptualized as "buildings". Public areas, such as printing stations and meeting rooms, are located at "the plaza" and open workstations are aligned along the "street" gride. The existing concrete floor was sealed and then painted to resemble street signage.

## BENEFITS & GAINS

- Showroom quality space completed with a very limited budget
- Consolidation of corporate resources
- Improved productivity of Human Resources



# Stepstone

HEADQUARTERS OFFICE & CALL CENTER FIT-OUT  
HAMMERSMITH, LONDON ENGLAND

## PROGRAM

Stepstone, the online web-based recruitment consultant, engaged W2 Design to design their new headquarters and combined call center, the first in the UK. As a re-branded international business formally known as Jobshop and hailing originally from Norway, Stepstone wanted their new offices, the company flagship, to project a strong identity and provide flexible accommodations to attract a young professional workforce.

Additionally, there was the need to set the standard for future UK and European office expansion.

To comply with the constraints of differing international real estate issues, lease requirements, services provision, and building types, W2 Design customized an existing Italian furniture range [Estel] to form a 6 person cluster workstation for the Telecom Sales teams. Each cluster has a high degree of individual acoustic separation as well as localized ambient lighting and a flexible means of delivering voice and data cabling via the floor or ceiling.

The cluster workstation provided a high density and comfortable solution, both maximizing building occupancy and yielding lower costs per occupant. In addition, six non-designated cellular office/meeting 'pods' (at only 100 SF each) were designed for shared use by a larger management group, reflecting both the non-hierarchal structure and informal nature of the company, ensuring high density/low cost occupancy.

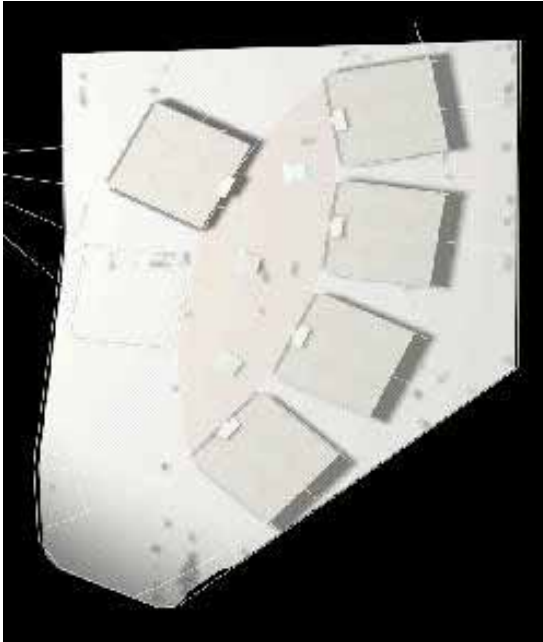
## BENEFITS & GAINS

- High density occupancy, low cost per head achieved
- Custom designed team workstations providing flexibility, localized lighting control, acoustic screening and adaptable cabling solution
- Provided a design and planning 'template' for future office expansion in the UK and Europe



# Tecno Parque Atzacapotzalco

TECHNOLOGY CENTER  
MEXICO CITY, MEXICO



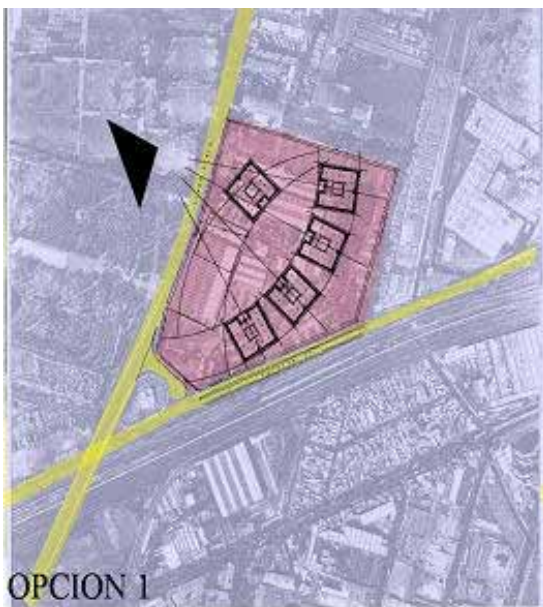
## PROGRAM

The new technology center, Atzacapotzalco, is comprised of four multi-story buildings, open spaces, and a parking area. The envisioned project covers a site of 129,190 square meters.

SPACE developed three separate schemes based on the relationships between the surrounding landscape and the proposed buildings. Extensive sun and site analysis provided necessary information for creating plazas that link to architectural elements from the Atzacapotzalco buildings as well as relate to the overall urban concept.

## BENEFITS & GAINS

- Create an efficient use of land in support of back office operations
- Design is based around sun and site analysis to improve efficiencies
- Create a highly marketable site solution for ongoing development



1-866-inSPACE

Thinkspace.biz

# The Street

LONDON OFFICE  
FARRINGDON, CENTRAL LONDON  
ENGLAND



## PROGRAM

In return for a lower than market rate rent, The Street.co.uk, the London arm of The Street.com (online financial news provider), acquired 18,000 SF of long disused office space, on the basis that the single floor would be developed by them on behalf of the landlords. W2 Design was appointed by The Street, to both design the new offices and integrate the landlord's Category A works into the jointly agreed scheme, to be implemented under a single contract by one main contractor.

Undertaking the project in this way streamlined the schedule, diminishing the on-site construction period by six weeks, and negated the duplication of tasks undertaken by W2 Design and the landlord's appointed architects, who's work we were employed to oversee. W2 Design engineered a non-territorial layout, with single type, non-dedicated workstations which, together with flexible meeting rooms and the avoidance of management cellular offices, enabled The Street to implement moves and changes of personnel reflecting the needs of a developing business without recourse to the physical movement of furniture or facilities.

## BENEFITS & GAINS

- Integration of tenant and landlord construction work ensured early delivery of the project
- Non-territorial layout enabled change to reflect modifications to the start-up business plan
- Breakout area serves as both recreational and reception/informal meetings facility



# TV Asahi Music Company

OFFICE SPACE  
ROPPONGI, TOKYO  
JAPAN



## PROGRAM

The focus for this office space was to make a clear and unique identity in the media industry and to promote productivity. The environment was created to inspire the creators' imagination while retaining a supportive and motivational work environment. The goals were to: 1) Determine the company's identity, 2) Provide an unforgettable first time impression for visitors, 3) Complete a required occupation/space with fine interior design using Feng-Shui.

## BENEFITS & GAINS

- Increased opportunities for client visits
- Raised workers productivity with high satisfaction
- Noted as "one of the latest ideal workplaces in Japan" which proved their advanced office concept all over Japan

