

DESIGN STRATEGIES: Next Level Office Design



Next level design is all about creating meaningful opportunities for engagement and connection. It increases retention, elevates creativity, uplifts the individual, establishes a deeper sense of belonging.

Next level office design is all about creating deeper meaningful opportunities for engagement and connection. It increases retention, elevates creativity, uplifts the individual, establishes a deeper sense of belonging and initiates an investment in company culture.

Creating a brand story that impacts the office as a destination is an opportunity to provide a strong branding ethos that connects not only your teams but the immediate neighboring community with your brand messaging.

The rhythm of flexible work has altered the routine of many businesses. Re-establishing that deeper pulse of connection to attract, engage, and retain talent in the workplace is necessary to solidify the office as an essential asset for team building.

HOSPITALITY DESIGN

Taking cues from hospitality design by viewing employees as valued guests fosters creating unique workspaces that engage through hybrid design development. Focusing on the employee experience with a hospitality-driven approach allows flexible work to flourish alongside design solutions that incorporate service, space, and technology

It also opens the door for a deeper connection with your brand for the community at large. Small town or big city, it doesn't matter. If your clients are national, international or right around

DESIGN STRATEGIES: Next Level Office Design

the corner, this type of branding is a key component for the future. You'd be surprised how many successful local business silo themselves by focusing their branding internally and never connecting with the community around them. Next level design breaks down those barriers and allows a richer experience within the office and at large within the surrounding community.

Next level design breaks down work silos that create barriers and allows a richer experience within the office and at large in the community.



DESIGN NARRATIVE

This narrative will focus on two different global approaches to next level design moments and what they say about the brand. As you read these case studies, we hope you can inject your brand story into the narratives to discover the deeper design ethos that lead to these transformations.

As you prepare for your next level journey focus on these things:

CURATED STORYTELLING: What are the key elements of your business journey that define your current brand initiatives and core values? How can you translate your evolution story into compelling visual imagery?

PERCEPTION plays a central role in any design experience. How do your clients perceive your business acumen? Is it strictly through their own personal success story with your company, or did your brand initiatives play a role in their on boarding? In other words, how did they find you? Did you initiate contact, or

DESIGN STRATEGIES: Next Level Office Design

did your reputation bring them to you? How can you effectively extend that part of your story to future clients?

CONNECTION THROUGH DESIGN: Immersion design introduces visual storytelling into your office design to more deeply connect staff and clients to your mission. Design provides provocative opportunities to visually tell meaningful stories throughout your business journey. It is allowed to evolve and develop an emerging narrative that changes throughout your progress. Encourage local artists to help create your story! When was the last time you updated your design to reflect how far you have come?

Here are two very different approaches to next level design filtered through an East meets West interpretation of Next Level design. Our hope is that it will inspire you to think outside the box and deepen your next level design brand story.

When manufacturing company CCD hired architecture and interior design firm Cheng Chung Design to design their new office, they decided to utilize their culture as a powerful metaphor for their evolution as a company.



CCD, SHANGHAI

“Time is like halo that stores fragments of memories”

Manufacturing company CCD hired architecture and interior design firm Cheng Chung Design to create their new office in Shanghai, China. They decided to utilize their culture as a powerful metaphor for their evolution as a company.

With raw materials are making a comeback, they chose to incorporate traditional red terra cotta bricks into the architecture, arranging them in highly varied forms, exuding warmth within the space and creating a charming sense of simplicity.

DESIGN STRATEGIES: Next Level Office Design

The majestic posture of the horse appears elegant in the space, and its spirit is the pursuit of the design. The horse jumps out into the space, yet is independent from the secular world, conveying symbolic meaning.

It allowed visitors to imagine a rich “inner world” and opens up a spatial dialogue between the past and the future. The red bricks overlapped in an alternating order along the arc, eventually woven into a circle that creates a magnificent field under the arched ceiling.



Dream As A Horse

Their ideal lifestyle represents one’s dream and ambitions. The imagery of horse is invoked to interpret the unique and daring atmosphere of the space.

The design narrative intends to convey the idea that work can be a poetic process integrated with the ideals of life. The majestic posture of the horse appears elegant in the space, and its spirit is the pursuit of the design. The horse jumps out into the space, yet is independent from the secular world, conveying a certain symbolic meaning.

The traditional office reception mode was dismissed, and replaced with an enclosed layout promoting communication in a relaxing and comfortable vibe. The historical photos on the wall are a tribute to the glorious memory of CCD in the past thirty years.

Artist Bian Jiang’s statue “Pony Crossing the River” shows the courageous spirit of the horse and its insurmountable resilience.

DESIGN STRATEGIES: Next Level Office Design

*When time stands still yet
light changes subtly, the rhythm
of space, the qualities of light,
color, and textures, and even the
scent of the greenery, all connect
to the most primal self.
Free from the slavery of time.*

Poetry and Elegance

When lifestyle and space become one, life becomes a celebration. Through a reasonable division of space, the cycle of time is broken, allowing people to walk in between, stroll, and get lost. When time stands still yet light changes subtly, the rhythm of space, the qualities of light, color, and textures, and even the scent of the greenery, all connect to the most primal self, free from the slavery of time.



The floral art and greenery are strikingly red and lush, adding a touch of brightness to the elegant space. It enriches the space while creating a unique life force.

Three kinds of specially customized seating, including high-back chairs, comfort chairs, and footstools are particularly eye-catching within the overall design.

Every corner offers unexpected encounters with art, whether it is paintings, sculptures, or furniture. The contrast between long-standing tradition and new trend provides another possibility for the space, while shaping the designers' lifestyle and aesthetics. The space decorated by art remains humble in the face of external clamors. With its nourishment, the space becomes romantic, intoxicating and relaxing."



Every corner offers unexpected encounters with art, whether it is paintings, sculptures, or furniture. The contrast between long-standing tradition and new trend provides another possibility for the space, while shaping the designers' lifestyle and aesthetics.



DESIGN STRATEGIES: Next Level Office Design

EDLEMAN'S FRANCIS HOUSE, LONDON

"Entrepreneurial spirit, energy, passion and a curiosity."

Global communications firm Edelman collaborated with Gensler to transform its London HQ into a curated workplace destination that embodies the firm's values and brand.

As part of a broader re-imagining of its offices across the globe, the workspace sets the firm apart from its competitors and aims to transition both clients and employees into the next evolution of work.

Working with the existing building as much as possible, and bearing in mind the environmental benefits of retrofitting, the team retained original features and the structure's spirit.



Adaptive Reuse

Dubbed "Francis House," the new creative office is the result of the adaptive reuse of a 1900s warehouse. Situated near its former office, Francis House uncovers and celebrates the existing structure's nuances and inherent character while embracing functional additions to the floorplan

Gensler expanded the 35,000-square-foot space by 10,000 square feet, incorporating eight mezzanines, double-height ceilings, and spiral staircases for improved circulation and collaborative areas. The design reflects Edelman's sustainability goals, utilizing 15% of the building's existing heritage and incorporating both re-purposed and reupholstered furniture.

Intended as a home base that can serve a range of workstyles and event formats, the multi-modal workplace offers high and

DESIGN STRATEGIES: Next Level Office Design

low energy zones across five floors, which are dedicated yet flexible. The London office is designed to meet the workforce's diverse needs, encourage serendipitous encounters, and cultivate a shared purpose among Edelman's 700+ employees. It caters to the evolving work landscape with over 700 flexible seats and various seating typologies across twelve different zones, including a game room and spaces that support both group and solo work.

"From the moment we walked into the empty warehouse building, we knew it was the perfect blank canvas to bring to life the vision we had for a post-pandemic workplace. We wanted to create a space of various zones and ambiances to reflect the full breadth of needs of our employees and clients."



Alongside its commitment to its employees, Edelman's clients also sit at the core of its business. Francis House fosters new ways for the firm to ideate and entertain its impressive roster of innovative clients. The new office boasts an entire floor that is dedicated to nurturing client relations by providing a space for clients to work for the day, either on their own or in collaboration with their Edelman teams.

They worked with Gensler to create an environment that truly fosters collaboration and creativity. Its flexibility allows us to embrace the diversity of work and thinking we have, and want more of, within our agency. From attic bars to expandable boardrooms, we believe it's a space that's truly inclusive of the broad spectrum of work and culture have at Edelman.

Content adapted from Office Lovin and Gensler.



"We worked with Gensler to create an environment that truly fosters collaboration and creativity. Its flexibility allows us to embrace the diversity of work and thinking we have, and want more of, within our agency. From attic bars to expandable boardrooms, we believe it's a space that's truly inclusive of the broad spectrum of work and culture."

