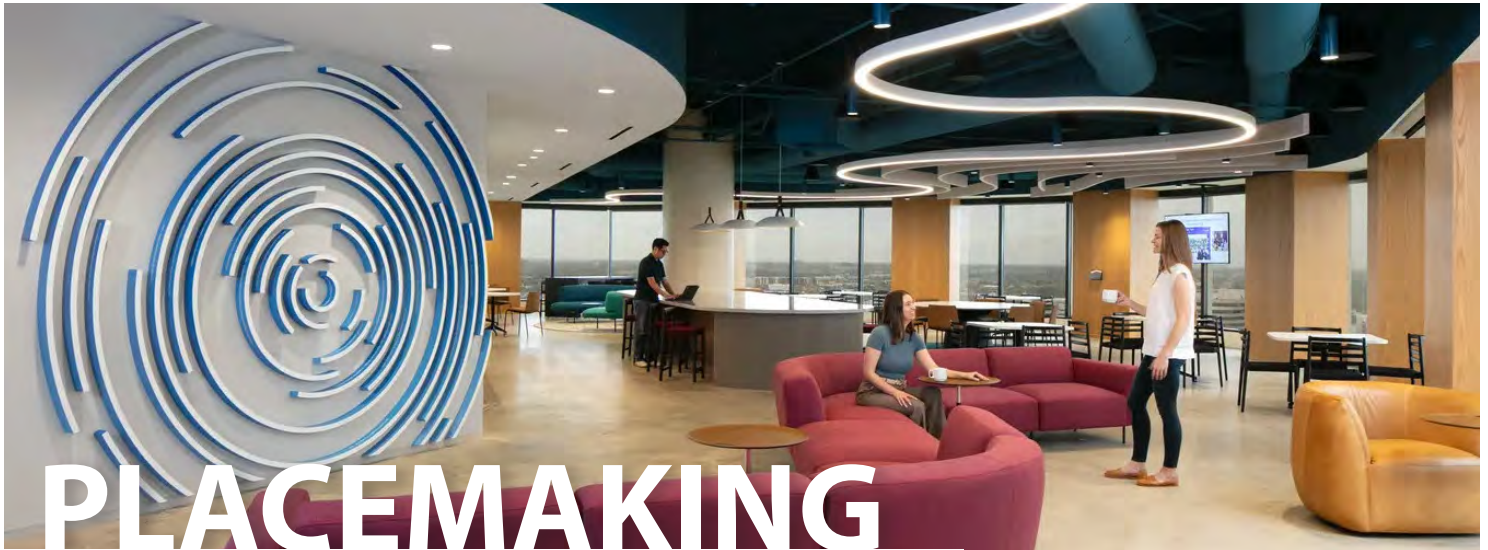


DESIGN STRATEGIES: Intentional Placemaking & Immersive Design



*Creative working spaces inspire
a different level of connection
and immersive design achieves
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Like most future forward design narratives, Austin's office interiors are embracing intentional placemaking through immersive design that blurs the lines between workspace, storytelling, and technology.

BEHIND THE CHANGE

As a major hub for high-tech and creative synergy, Austin's tech and entertainment industry firms expect their environments to inspire innovation at all levels.

From the top down, there has been a shift to more open conversations about creating offices that function as a collective think-tank for innovative problem solving.

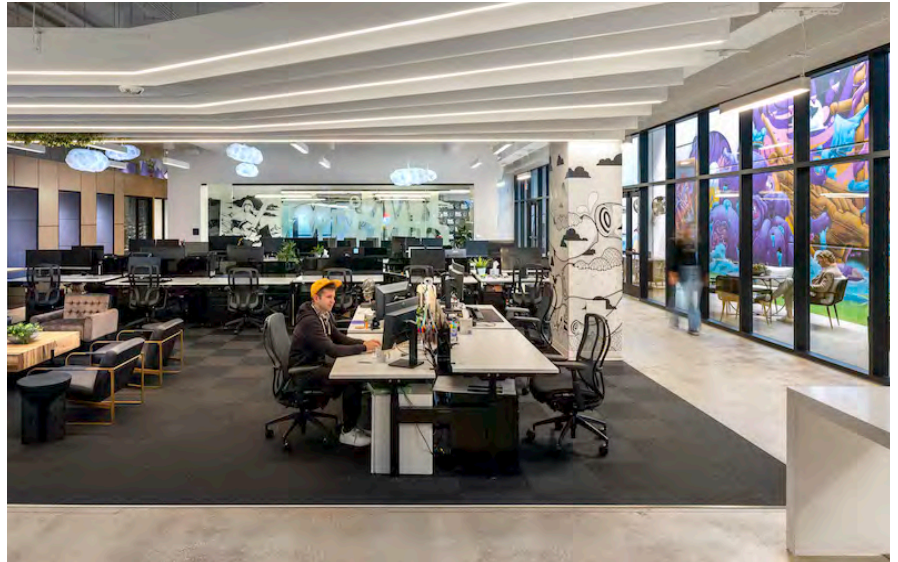
Creative workspaces inspire a different level of connection and immersive design elevates this through branding touchpoints embedded in the design and discovered in unexpected places.

Unique, immersive offices serve as magnets for employees and clients alike. Competing for talent and client opportunities has been an ongoing challenge since work from home began. This has led to developing offices as hubs for teams to conspire and create new ways of connecting on multiple levels. Intentional placemaking takes it to the next level. Making brand innovation the destination and the commute worth the drive.

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Design teams are weaving together sight, sound, touch, scent and taste to create more engaging workspaces. All of the things you love about entertainment events have finally arrived in the office environment.

Hybrid flexibility has made training and learning opportunities more of a hub experience. Tech rich environments have evolved into unique collaboration zones. Touch screens, self-propelled brand exploration digital experiences and coffee bar culture-building are all empowering these unique spaces for innovative collaboration.



EMBRACING IMMERSIVE DESIGN

Design teams are weaving together sight, sound, touch, scent and taste to create more engaging workspaces. All of the things you love about entertainment events have finally arrived in the office environment through:

Narrative-Driven + Tech-Rich Environments:

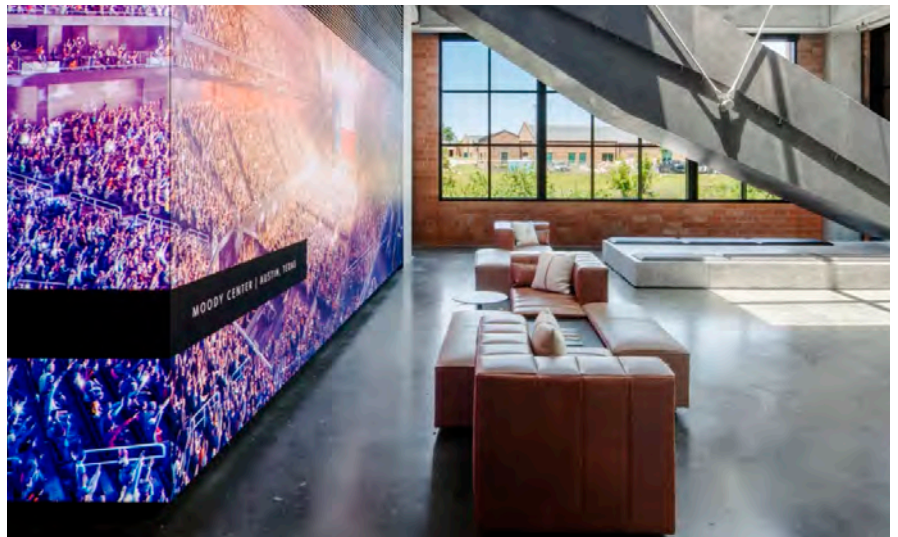
- **Unity's Austin HQ** integrates a VR lounge, custom graphics, and commissioned artwork that reflect Austin's local vibe with a cowboy meets hippie aesthetic, while using Unity Reflect (a platform designed to streamline design review and coordination in architecture, engineering, and construction (AEC) projects) to co-design the space virtually [Upper Stories+9IA+9IA+9](#)
- **Interactive + Immersive Design** uses technology to create installations, projection mapping, and mixed-reality zones that support creativity and brand storytelling. [NBBJ+Design](#)

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Experiential Campuses + Hospitality Minds:

- **Eastbound Campus** in East Austin spans two buildings with a pedestrian courtyard and hospitality-centric amenities, enhanced with experiential graphics to anchor its sense of place.
- **Gensler's Austin office** functions as a "live lab," featuring a massive digital art wall, natural light, outdoor terraces, and flexible café/reception space, all to elevate engagement and innovation. [Gensler at Music Lane Austin](#)

Gensler's Austin office functions as a "live lab," featuring a massive digital art wall, natural light, outdoor terraces, and flexible café/reception space, all to elevate engagement and innovation.



Found-space Reinvention + Sculptural Zones

- **Mark Odom Studio** revitalized leftover urban space into a creative HQ full of sculptural "pods" with wood slats, embedded lighting, and an indoor/outdoor courtyard, offering various levels of privacy and collaboration [Work Design Magazine](#).

Multi-Sensory Design

- [Q2 Austin](#) partnered with Interior Architects (IA) to design an office space that includes tactile elements such as turnable beads, nature soundscapes and acoustical materials to balance atmosphere and focus.

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TEAM BUILDING FOR THE FUTURE

By shifting your brand narrative to a fresh new look, feel and expectation you are projecting change and business development into a next level experience in team building.



Placemaking is the process of creating public spaces that foster community, promote well-being, and reflect the unique identity of the place. In this case, your business.

It sounds complicated, but once your team gets involved it can become an extraordinary exercise in deeper team building. The brand immersion component deepens connection through pride of place.

There is absolutely nothing like the shift in brand loyalty that happens when the process becomes a shared team effort. Even clients feel it when they walk in the door! The dialogue starts here:

- **Develop A Story-Rich Design** that draws inspiration from local culture merged with a cohesive brand style guide for colors, fabrics, graphics, office design and the furniture styles.
- **Incorporate Experiential Zones** with sensory VR/AR booths, projection lounges for presentations, or interactive installations for brainstorming and client engagement.

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- **Leverage Multi-Sensory Features** like sound masking, tactile furniture, and lower lighting + biophilic elements in focus areas enforce a feeling of calm. All of these details add up to a more thoughtful, memorable, and energizing experience.
- **Employee Feedback** about their needs and preferences is very important to creating a place people want to connect and thrive.

What you are aiming for with intentional placemaking is an immersive design storytelling experience that delves beneath the surface of your distinct brand story. You are inviting visitors, clients and your staff to become a part of your story, not just a visitor.



INTENTIONAL PLACEMAKING

What you are aiming for with intentional placemaking is an immersive design storytelling experience that delves beneath the surface of your distinct brand story. You are inviting visitors, clients and your staff to become a part of your story, not just a visitor. Each work zone should balance the familiar with the unexpected, rooting itself in the local culture through collaborations with local artists, designers and furniture makers.

The result of this journey is more connected team building through participation in the overall experience, from concept to completion. An immersive experience that's not only visually compelling, but also deeply tied to place, blends storytelling, creativity, and highly impressionable moments that linger long after the collaboration.

Intentional placemaking in office design creates a workplace that is deliberately designed to foster specific employee experiences and promote desired outcomes, such as increased connection,

DESIGN STRATEGIES: Intentional Placemaking & Immersive Design

productivity, and a sense of community. It goes beyond basic functionality and considers how the space impacts employee well-being, engagement, and ultimately, the company's culture and success. Placemaking elevates the workplace experience through a purposeful design strategy that incorporates:

Dynamic Spaces: Instead of a one-size-fits-all approach, intentional design creates diverse spaces to accommodate various work styles and activities, such as focused work, collaborative sessions, and social interactions.

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Company Culture: The design should reflect and reinforce the company's values and brand identity, creating a sense of belonging and shared purpose.

Strategic Design Strategies that facilitate interaction and communication between teams, promoting a collaborative environment. Encourage interaction and teamwork, across the entire office landscape to foster a sense of community and belonging.

Morale and Productivity are boosted by providing comfortable, functional, and inspiring spaces, intentional design can enhance employee morale, reduce stress, and improve productivity.

Support Well-Being with natural light, ergonomic furniture, and access to nature through courtyards or biophilic design elements to increase employee well-being and reduce workplace-related health issues.

DESIGN STRATEGIES: Intentional Placemaking & Immersive Design

Company culture building is crucial for creating a truly intentional and effective workspace . The design should reflect and support the specific culture and values of the organization.

Clearly Define Gathering Spaces, set beyond open office areas, to encourage impromptu conversation, huddles, training, flex work and conference rooms.

Thoughtful Design Choices that include ergonomic furniture, natural light infusion and appealing brand aesthetics that foster a positive impression and sense of place.

Technology Integration that supports easily accessible collaboration and communication through video conferencing, and collaborative software to enhance team work.

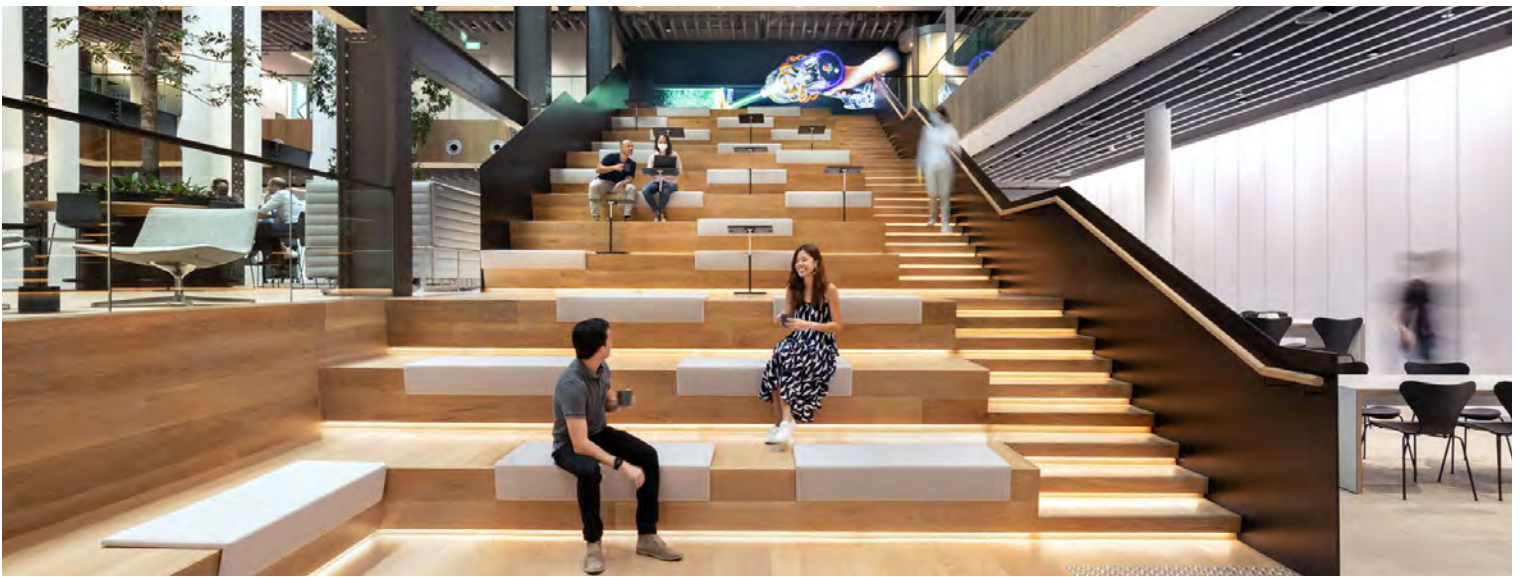
Highly Visual Brand Integration utilizing company colors and logos on fabrics, artwork and imagery that reinforces brand identity and creates a sense of belonging.

Flexible + Adaptable Spaces that can be easily reconfigured to accommodate changing needs and work styles of teams, flex workers, client needs and visitor use.

FOLLOW THROUGH

Company culture building is crucial for creating a truly intentional and effective workspace . The design should reflect and support the specific culture and values of the organization.

Our team of Austin designers, and furniture selection assistants love nothing better than watching someone build a dream from the ground up. Our content is curated to help you navigate the fast-paced changes in office design and furniture options with confidence about the future of your workplace environment. If you have any questions please contact us! Your success is our business.



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