



2
0
1
9

INTRODUCTION

Geometry Malaysia is one of twelve operating companies located at the newly completed, 100,000 square feet *WPP Campus Malaysia* in Empire City, Damansara Perdana, incidentally the seventh and largest project for the WPP Group.

The year-long project was a collaborative effort between clients of different OpCos and designers, as well as multiple consultants, vendors, and contractors, with constant and open communication being the key in ensuring each operating company's individual requirements and overall group standards were met.

WPP Malaysia aspires to create a new lifestyle and workstyle for employees by embracing the steady incline of global trends and standards for office spaces to become bolder and better, providing access to better amenities, catering to the multi-generational talent in the workforce. The move to house the group under one roof became the opportune moment to implement this transformation for WPP as a multinational creative transformation group.

With the group vision of change and the company's individual identity in hand, we set out to create a unique workspace for Geometry Malaysia as an office that embraces the idea of agility, transparency and integration, allowing seamless connectivity between spaces through the placement of organic spaces, and the use of specific materials to achieve the ideal habitat.

[ID_100499]

[CATEGORY: WORKING]

GEOMETRY

Location of Project:
Empire City, Damansara Perdana,
Petaling Jaya, Malaysia

Project Stage: Completed



EVALUATION CRITERIA #1: SPATIAL DESIGN

Space Usage, User Friendliness and Functional Aspects

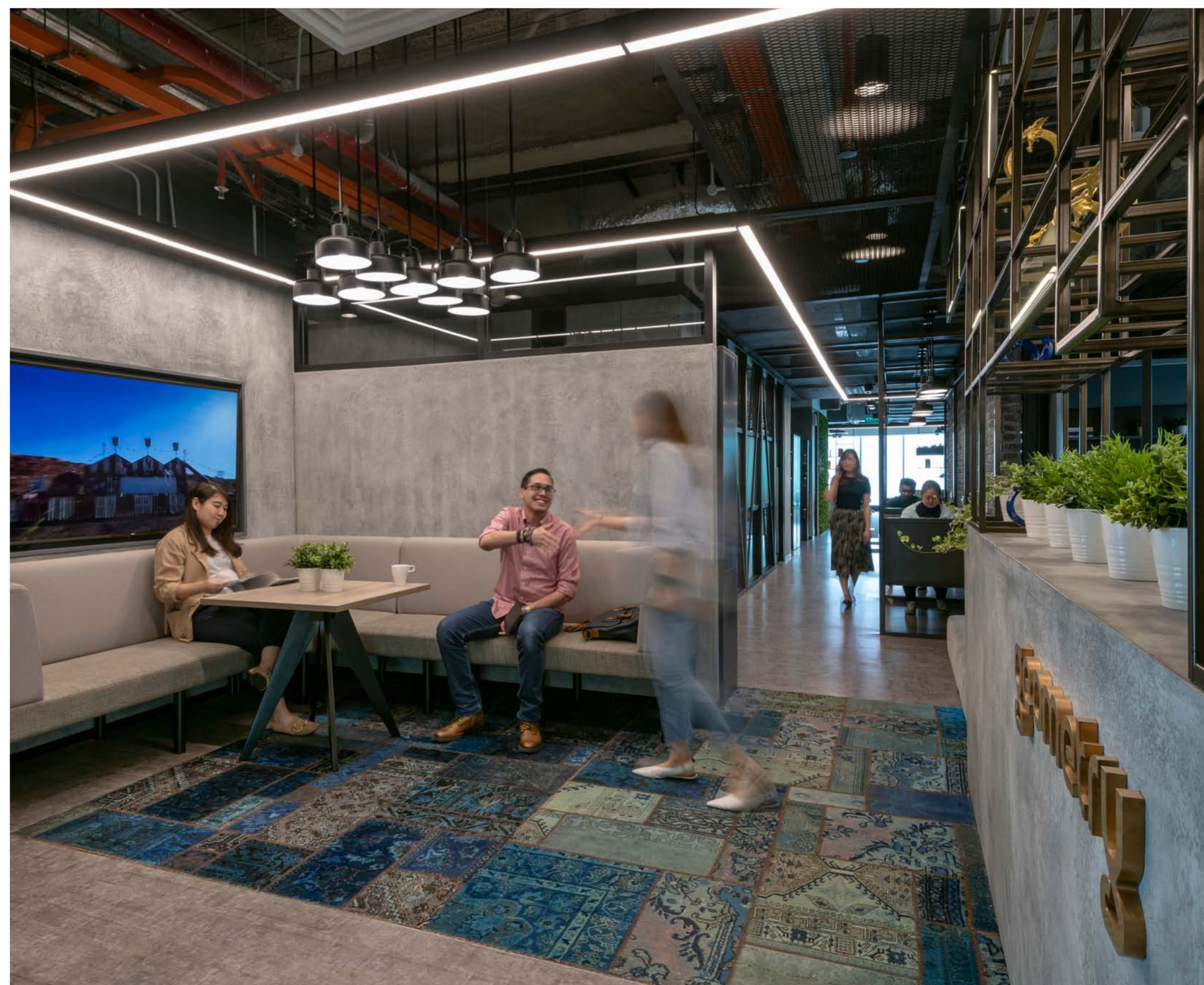
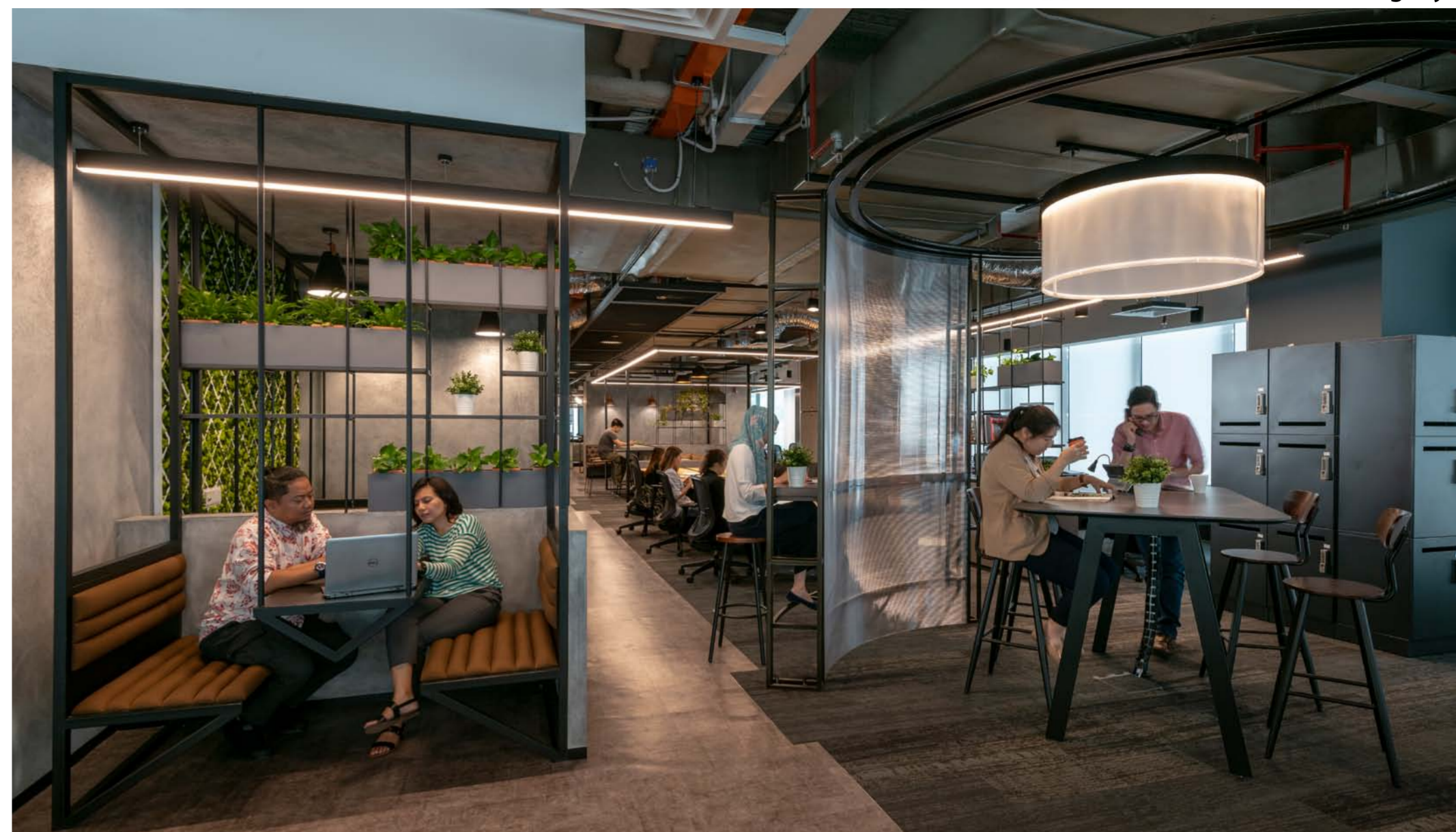
The journey begins in a truly communal space of the Café where guests and staff convene before organically dispersing through shared spaces on each side. Within the confines of the front of house are informal work-points housed as lounge areas, bar-height tables, cosy corners, and small meeting rooms. A column of old and new TVs is featured, seemingly paying homage to the media evolution.

The idea of walking into an office and being encapsulated by its energy creates a space that is dynamic and organic in its movement, a concept that embraces the idea that work and play happens everywhere allowing for a seamless transition between departments.

With Geometry's energetic style of working, implementing an Activity-Based Workplace was a no-brainer; a cosy and informal setting for a team of young and vibrant creatives where agility is key.

No corner is left untouched. We ensured maximum space utilisation by creating cosy pockets that allowed individual privacy as well as small collaborations throughout the space.

Lockers and storage are strategically provided throughout the office to provide ease of access for personal belongings and act as subtle boundaries between settings.



EVALUATION CRITERIA #2: COMFORT

Ergonomic Aspects and Well-Being

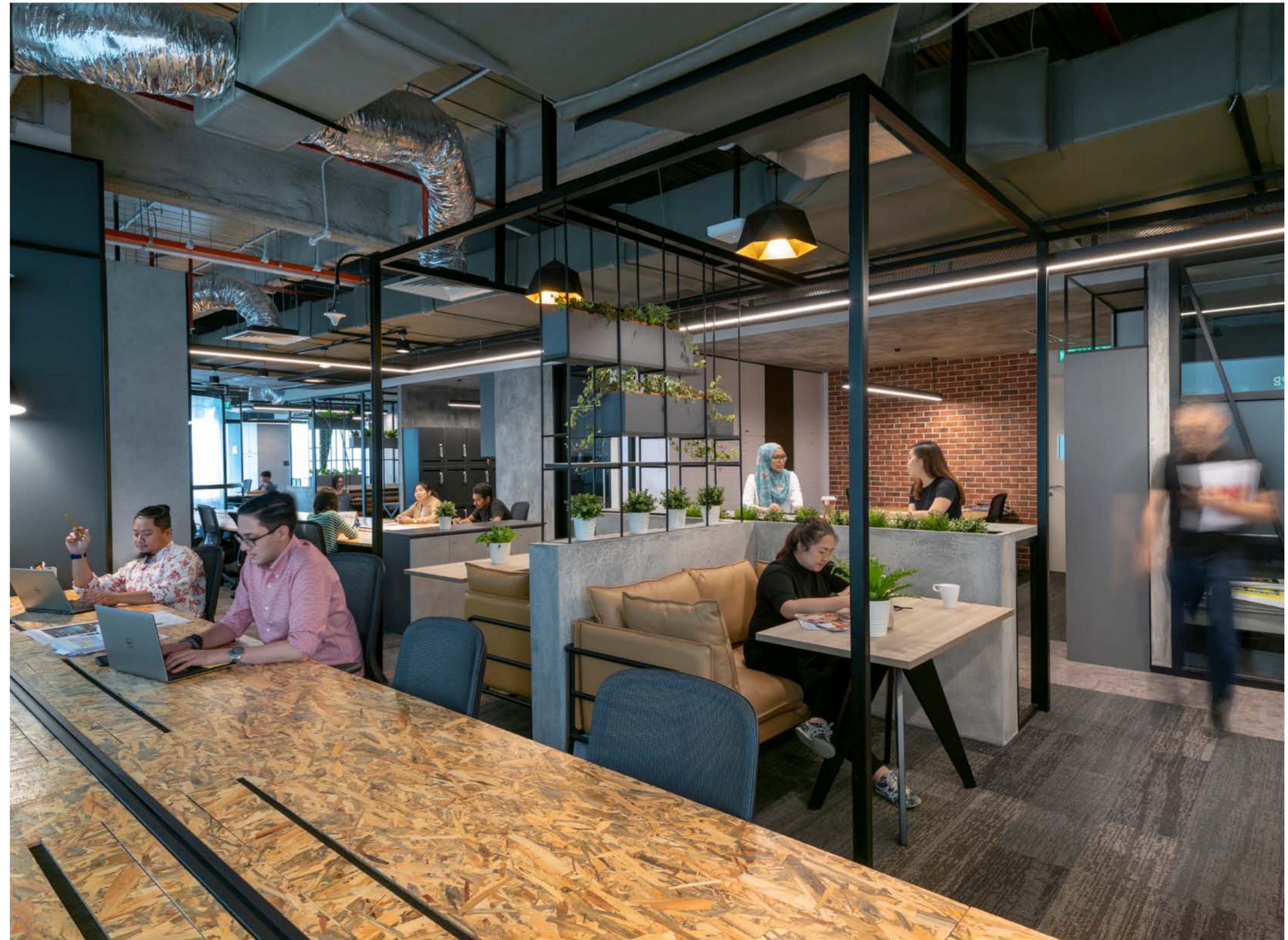
The office is designed with a variety of work settings to allow the users to have the ability to choose the way they work as and when they need. A mixture of raw and rustic, balanced out with timber and soft finishes also creates a surprise at every corner, keeping the mind alert and excited for the day.

Multiple types of seats are made available with each setting, promoting a shift in the way the users sit; ergonomic task chairs are also available at long-term work points.

The use of height-adjustable tables, both fixed and portables, can also be found around the office to cater for individuals with back-problems while still respecting the office aesthetics.

Connection to natural light is also key to creating a healthy work environment. Our design carefully places enclosed rooms and open work plans around the office to provide sufficient natural light that is accessible to all users in the office, whilst maintaining the intertwined use of spaces.

With that, the choices of work settings made available in Geometry's office encourages people to move around and explore their environment every few hours, promoting an increase in well-being in the workspace.



EVALUATION CRITERIA #3: AESTHETICS

Appearance of the Space

With WPP and Geometry's willingness to experiment with diversity in the use of material and colours, we were able to create a relationship through a mixture of textures and finishes that sometimes complement and at other times create contrast within. The Café introduces the tone for the office with the use of raw industrial material juxtaposed with clean finished materials prevalent, which starts to create a dialog of extremes which in itself starts a spark of creativity within the office.

The use of rattan chairs we specifically chosen to meet requirements for some local touches in the office, giving the space some character and belonging.

Among the timber and steel finishes, we placed soft finishing such as patterned rugs with a bold colour, adding a certain warmth and comfort at each location.

The calming green of natural elements brings the outside in breaking the monotony of the raw industrial look, through moss wall installations at discussion booths and potted crawlers placed around the office.

Lighting plays a key role to guide ones journey through the office. The use of linear suspended lights at the reception area along with the mixture of pendant lights create a mixture of ambiance within the office to support various activities. It further creates an indirect wayfinding to guide users in the space.



EVALUATION CRITERIA #4: INNOVATION

The Use of Technology or Creative Ideas and Environmental Considerations

When planning a large office against requirements of multiple function zones, wastage of space can occur easily. Several meeting rooms with privacy were an essential requirement, together with small and large collaboration areas.

To achieve this without compromising the needs and quality of each area, we focused on creating flexible spaces. The pantry is integrated with a mobile greeting space, expanding into a large meeting area if required. A meeting room borders the pantry lounge, with pivot doors that opens up for a larger setting during events. Both spaces are visually connected to the entrance and waiting area, forming a multifunctional front of house zone. Beyond that we also placed seating booths along the walkway connected to the back of house for maximum space utilisation.

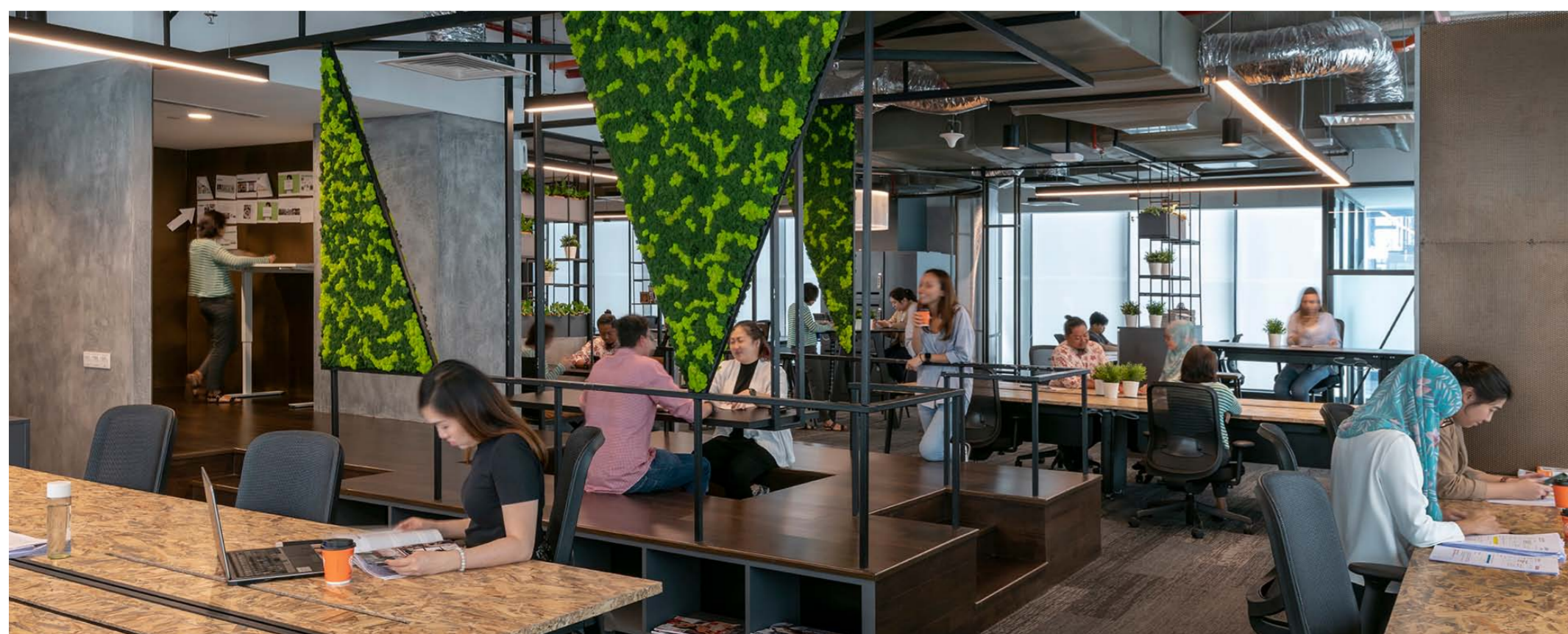
The statement is also made clear and strong as one enters the space and is attracted to the stacking form of LCD screens mixed in with the vintage TV's to create a sense of brand awareness within the office with the projection of Geometry's visual brand identity at play.

Molo stools used as alternative seating in the war rooms are compact, light, and environmentally friendly, which makes for great conversations when brainstorming an idea. The paper-brown look blends in with the overall office theme and is durable making it a favourable seating option.

Biophilia can be found throughout the office with a green wall using preserved moss and potted plants that encourages a healthier air flow.

Perforated mesh were selected for use in the gallery for dual purpose; echo control versus the hard surfaces and as a pin-up board for notes and ideas.

We were able to soften the cement finish on walls without compromising effects by extending floor rugs from floor to wall, creating a design feature with a seamless cosy effect.



EVALUATION CRITERIA #5: REALISATION EFFICIENCY

Practicality and ease of actualisation

A gratifying part of any project is seeing the concept on paper translate into a reality you can touch and experience. With Geometry, we were able to keep to the aim of designing a raw but cosy industrial office yet retaining the sophistication of a multinational advertising agency.

One way of achieving this was through the close collaboration with Geometry from the get go. The use of 3D modelling tools created the design perfect solutions required for this project, which was better understood and influenced from the very beginning. This process also mitigated risks by reducing potential misunderstanding thereby enhancing the end result.

We leveraged on our expertise gained through the years of experience of our designers and project team, and our understanding of Geometry's needs and wants, to propose sleek elements that were best suited for the functions of the new office.

