

ID21 OFFICE

Location of Project:
[Great World City Office Tower, Singapore]

Project Stage: Completed

INTRODUCTION

ID21's move to a loftier duplex unit in the same office block presented an opportunity to give the staff more generous and inspiring premises, as well as reinvent workplace design to showcase ID21's creative capabilities.

A key design consideration was to maximise the double-volume height and enhance well-being through an airy, naturally-lit environment. To achieve the ideal balance of social interaction, collaboration, and individual concentration, department-based environments are carved out from whilst seamlessly woven in the flow of the open-plan environment.

Much of the space is deliberately kept neutral to let the firm's work speak for itself. A discreet logo on the entrance is laser cut and bent, alluding to the origami concept seen in ID21's logo. Whilst subtle, the spatial identity's strength comes from the visitor journey: from the outside, a heavy oxidized copper sliding door give away little of the space inside.

The concept of design contrasts was developed to create an inspiring and energising workspace: the rainforest-themed reception evoke tranquility as visitors enter, before turning the corner to face a bright and vibrant office, stimulating the senses. This element of surprise continues around every turn, heightened by the experience of each distinct area and the energy of the teams themselves. Whilst not a big office, it simultaneously contains a variety of worlds that staff can disappear into, an immersive space that inspires and nurtures our collective love for design.

Design is also used as a strategy to improve staff well-being, with greenery and sustainable finishes incorporated as much as possible and fun elements injected into the space, such as the game area and an iconic “Keep Calm and Rock On” neon light emblazoned on a feature wall.

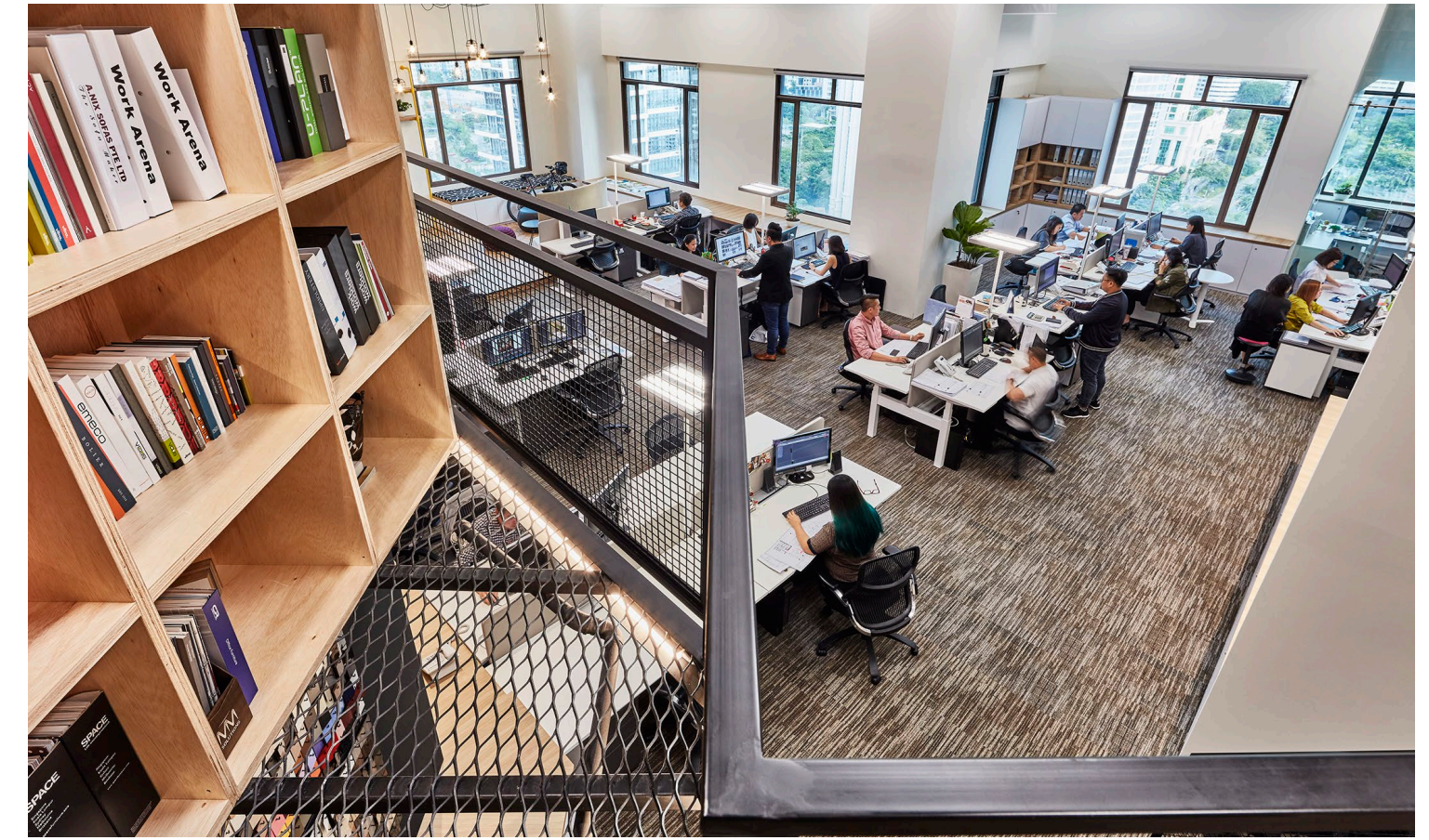
Most meaningful is the implementation of design as a strategy to improve staff well-being and connections, at the same time improving productivity and branding. It's where dramatic architecture and the diverse needs of the company converge seamlessly in a creative environment.



EVALUATION CRITERIA #1: SPATIAL DESIGN

Staff connections, interaction and knowledge-sharing are the main drivers influencing the overall spatial design. To achieve the ideal balance of social interaction, collaboration, and individual concentration, department-based environments are carved out from whilst seamlessly woven in the flow of the open-plan environment.

All enclosed rooms are built in glass to allow maximum visual connectivity and a variety of collaboration furniture are dispersed throughout the office, from large discussion counters to configurable lounge seats enhanced with tech-connectivity, allowing discussions to take place spontaneously and easily.

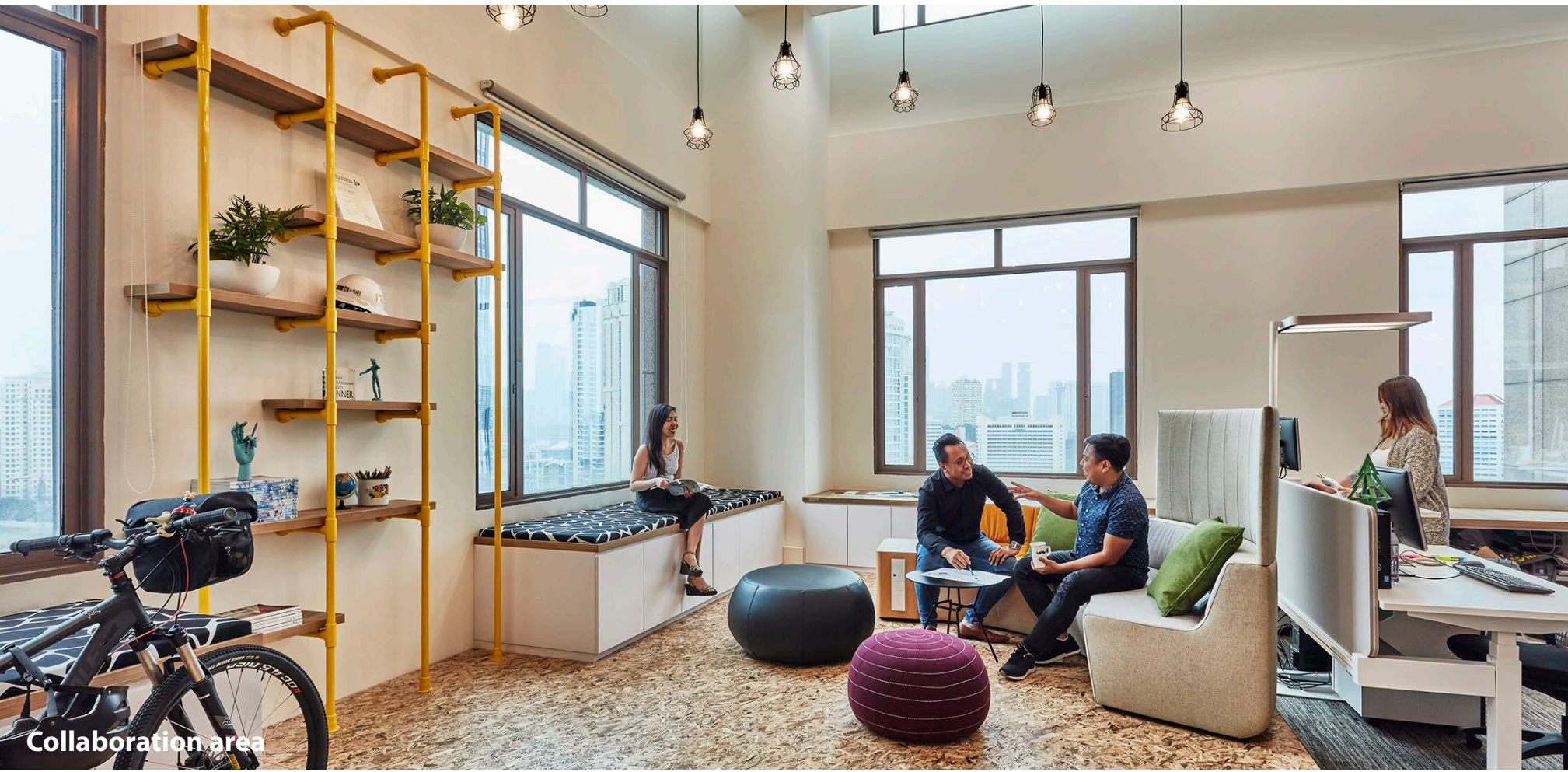


Entrance view

EVALUATION CRITERIA #2: COMFORT

A key design consideration was to maximise the double-volume height and enhance well-being through an airy, naturally-lit environment. Apart from the cosy reception space, the full height of the ceiling is maintained as much as possible at the back office and workstation areas, and fringed with live greenery.

The design also helps staff to engage through personalized spaces that cater best to their needs. In one industrial-themed section, an oversized neon sign bearing the playfully adapted slogan “Keep Calm & Rock On” banishes workplace monotony and enhances team spirits, whilst another area evokes serenity with lush greenery built into storage features. En-route to the pantry (and prominently visible through the glass walls of the raised boardroom), a table tennis table encourages staff to take a break.



Fixed desks

EVALUATION CRITERIA #3: AESTHETICS

There’s plenty of aesthetic candy in ID21’s new office: emerging from a lush green wall with a canopy of twinkling LED ‘raindrops’, the visitor is drawn to the creative staff portraits that take pride of place in meeting rooms, before traveling beyond its glass walls to see the action that is going on in the workplace floor.

Throughout, materials and applications atypical of workplace design serve to surprise and inspire, from custom-made sponged effect tiles used on the ceiling to create a cloud-inspired effect, to hand-patterned carpet tiles that echo pebbles and textures from nature. A grand departure from the bright, predominantly white scheme of the previous office, the dimly-lit and curiously different space inviting visitors to explore the space and in turn, the company’s works.



EVALUATION CRITERIA #4: INNOVATION

With the desire to push the envelope in workplace design as a starting point, ID21’s interiors work doubly hard to enhance the experience for its users. Meeting rooms stand as raised centrepieces that allow visual cues and connectivity with the team at work on the floor. Portraits of the team are printed on magnetic tiles that can be rearranged to introduce the project team during presentations, introducing an element of interactivity and personalisation to business meetings.

Apart from the innovation in the use of materials to create a unique and inspiring aesthetic, sustainability is another point of innovation in the space. Plants feature in many areas, from free-standing fiddle-leaf fig trees to miniature fern potted gardens and rows of greenery double as partitions. Whilst the double-height space comes endowed with abundant natural lighting, desk lighting allow for comfortable personal illumination and reduced wastage from less-efficient overhead lights positioned on the 5-metre high ceiling. Much of the furniture is reused from the previous office, and new furnishings and carpeting are green-certified to ensure ecological sustainability.



Meeting room



Fixed desks

EVALUATION CRITERIA #5: REALISATION EFFICIENCY

A collective effort that involved designers, project and construction managers as well as our in-house carpentry team, this project harnessed the expertise across the ID21 team. As turnkey design and build specialists specialising in workplace design, the design was conceptualized with buildability and efficient reuse in mind, and strategically incorporated loose furnishings and materials from the previous office.

Apart from reusing as much of the carpentry as possible, a low false ceiling is strategically designed into a section of the back office to create an intimate nook for one department, while reusing the glass partitions from the previous office.

During the construction process, key concerns were on scheduling resources and safety due to challenges posed by the high ceiling. With efficient scheduling of the scissors lift and meticulous risk assessment and mitigation, the project was completed successfully on schedule and without incident.



Discussion area



Catwalk (Material library)



Collaboration area



Pantry



Breakout area



Breakout area



Height-adjustable desks

