

Diversity Drives Success

Encouraging staff to innovate, communicate and learn is important in today's marketplace. M Moser's award-winning design for OMD's new offices promotes "inclusivity" and illustrates how the physical setting can help to transform individual efforts into organizational achievements.





OMD
INSIGHTS • IDEAS • RESULTS

Above: *Insights-Ideas-Results.* OMD's organizational values are at the heart of M Moser's innovative office design.

Opposite left: *Spacecraft or primeval cave? In the boardroom, there is latitude for many ideas and perspectives.*

Opposite right: *The variety of seating options reminds staff that every problem has many solutions.*

Opposite bottom: *Curvilinear and rectilinear forms and trajectories keep ideas flowing.*

As one of the largest and most influential media communications companies, Optimum Media Direction (OMD) believes in the "power of ideas" to deliver compelling business results. So, M Moser's design intention for OMD's new Singapore offices was to create an innovative setting that could inspire their exceptional business process.

A diverse group of people are at the heart of this process. Stimulating diverse perspectives, encouraging collaborative encounters and driving the emergence of practical business solutions are key project goals.

To achieve these goals the office has a rich variety of spaces, e.g. large and small, bustling and quiet, dim and bright, and so on. This mixture of settings means staff members can find or create situations to support their immediate moods or work requirements.

These situations can occur in residual niches and interstitial spaces formed by a double-curve wall that extends from one end of the office to the other. As the path of the wall changes, the experiences of each side multiply, simulating the sense of being inside and outside an enclosure at the same time.

While the wall is the main element connecting functions and people, other features such as furniture installations are developed to encourage a diverse experience of the office that supports an open way of working.

The breakout area is basically an intersection dedicated to spontaneous meetings and brainstorming sessions. The variety of seating options signals that all views are welcomed and have credence. Meanwhile, the free-form patterns on the surrounding wall are a clear indication the sky's the limit.

Just across from the breakout area, the boardroom resembles something between a space capsule and primordial cave, depending on how far-out or fundamental the discussion happens to be.

In the midst of this unique series of spaces and swirling stimuli, the key message is clear. Diversity is important to a creative work process aimed at business results. M Moser's office design supports that goal. ■



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