

The Great Indoors

BP asked M Moser Associates to create an environmentally progressive office and feature its corporate workplace strategy, Blue Chalk, in a uniquely Singaporean context. The result has management and staff seeing green!





Above:
The trading areas
comprise cutting edge
communications and
audio-visual technologies,
as well as environmentally
conducive space-use
strategies and materials.

Opposite Set:
A variety of meeting spaces, from casual to
formal, are distributed throughout the offices to
support staff... and boost environmental quality.

For its new offices in Singapore, the M Moser design team brought BP's "Blue Chalk" workplace philosophy to life with a flair that is uniquely 'Asia'.

One of the key objectives was to ensure the environmental quality of the new work setting and to incorporate sustainable solutions. A fundamental part of BP's identity and image, the environmental initiative goes well beyond specification of the right materials and products. To underpin the integrity of the project, suppliers and manufacturers of procured items were also reviewed on the basis of their environmental standards and processes. All participants in the project became partners in supporting positive environmental practices.

To align corporate and staff interests, the design process was strategic and inclusive. M Moser's strategic planning team organized a series of workshops, initially with BP's senior management to confirm business and project goals, and then with local staff to ascertain and address their needs. Staff interviews were conducted to analyse preferences and work requirements, create a broad internal dialogue and communicate what was happening at each step. Later, special workshops were organized for mobile workers and individuals who would experience a physical move to ease uncertainty about adjustments to new surroundings and to share decision-making at all levels of responsibility within the organization. The goal was to form a new workplace that promotes professionalism, enables staff, reflects an egalitarian spirit and optimizes team performance.

Conceptually, there are two zones within the office - the public areas, which include the

reception and main meeting room suites, and the private areas, which are the focus of daily business activities.

The public areas are simple and elegant, featuring natural, high-quality materials. Both public and private areas are functional and equipped with the most sophisticated audio-visual equipment. Ease of use for staff was the priority. The challenge was to integrate the technical specifications while maintaining an understated aesthetic. In fact, the facilities are comfortable without showcasing the underlying infrastructure.

The private areas were designed with continuity in mind. Elements are also natural, simple and neutral, but color highlights introduce a focused degree of energy and dynamism. Bamboo is featured in the floor

and wall details to reference the Asian context. On the environmental front, materials were selected that are natural or can be recycled; for instance, specified fabrics are all created from natural wool. In a first for Asia, workstations feature a product known as echo panel, which is made of recycled polyester. From an environmental perspective, BP is setting the benchmark for other companies in the region.

The final result is an open plan layout with the right balance of meeting rooms, huddle areas and breakout areas to allow for a comfortable, interactive workplace. This project has enabled BP Singapore to extend the "Blue Chalk" concept and establish new standards for future BP projects around the world. It has been a stimulating journey, but, for BP staff, the true excitement is still ahead. ■



For further information, www.mmoser.com.

GLOBAL

E: Enquiry@mmoser.com | Communications@mmoser.com
W: www.mmoser.com

