


# Think Tank



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**MMOSER**ASSOCIATES 

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Shanghai is catching up with Hong Kong in many more than one way. During the past few years, the quality and variety of design in China have made fantastic advances. An increasing number of multinational companies are appreciating the benefits of well-appointed workspace, and are inviting world-acclaimed professionals to design their offices. Armed with 22 years of experience in the field, M Moser Associates is regarded as one of the luminaries in workspace design throughout Asia. Recently, they were commissioned by Dentsu, Young and Rubicam (DYR) to create the company's new offices in Shanghai - the result is a work of startling inspiration.

Dentsu, Young and Rubicam is a forward-thinking international advertising and ideas company. Creativity and energy are the keys to their success; therefore the design solution reflects their dynamic, innovative business approach. "The design interprets and embodies DYR's core identity, which is all about commitment, drive, initiative, intelligence, leadership... all the ingredients of creativity," says Kate Fricker, design director of M Moser's Shanghai office. Since first impressions are important, Fricker made sure that DYR's positive spirit is immediately apparent to visitors in the reception area. This is accomplished through a series of visual landmarks, or capped pavilions that serve as meeting areas. These cocoon-like spaces are structurally independent from the building, insulating staff from external distractions and establish a work setting where imagination reigns. The most prominent figure is a skewed, translucent orange glass box. This "ideas capsule" is situated to permit glimpses of the brainstorming sessions inside and functions as a useful advertising tool itself. The boardroom, on the other hand, is more private, yet its full height zebra stripe veneer doors, dropped ceiling and recessed lighting are consistent with the confidence of the overall design.

The perimeter walls and partitions are mostly off-white, and serve as a background against which the sculptural capsules are contrasted. The terrazzo floor, colour back glass walls and white corian reception desk accentuate this interplay. The same theme is continued into the general work areas, where transparent tinted glass highlights are introduced to facilitate the flow of energy. These work areas are designed to accommodate multiple mobile desking configurations, which provide the required variety and flexibility for a fast-paced, team-oriented outfit. The resulting business benefits are improved collaboration between staff and the generation of innovative ideas for clients. Emphasizing an open approach, the exposed ceiling seems to remind staff that the sky is, indeed, the limit.

Truly an extraordinary work environment, DYR's office is both functional and inspiring. "A well-designed workplace is more than a setting for work - it's a valuable asset that can galvanize staff and serves as a foundation for new ways of thinking," notes Brian Pilley, M Moser's Head of Office in Shanghai. "A stimulating workplace enables staff to generate fresh ideas and to experience satisfaction in the process. That's a win-win proposition for clients and staff," adds Fricker.





上海的發展一日千里，從多方面來看，已逐漸緊貼香港的步伐。於過去幾年間，中國設計的質素和多元化可謂進步神速，而愈來愈多跨國公司了解到一所設計周到的辦公室對業務所帶來的益處，遂邀請享譽國際的專業設計師為他們構思工作間的設計。憑藉22年的豐富經驗，M Moser Associates已被視為亞洲辦公室設計界的翹楚。他們最近獲Dentsu, Young and Rubicam (DYR)的委託，設計他們位於上海的分公司，帶來令人意想不到的啟發作用。

Dentsu, Young and Rubicam是一所前衛的國際廣告概念公司。創意和活力一直是公司成功的關鍵，因此設計方案希望能反映他們活力澎湃和創意無限的業務宗旨。M Moser上海分公司的設計總監Kate Fricker說：「這個設計成功演繹和體現了DYR的核心個性，包括承諾、動力、主動、智慧、領導才能...這一切都是創造力的主要成份。」為了給客戶一個良好的印象，Fricker確保DYR的精神可於接待處展現出來，一連串有著李子成為視覺地標，這些圓筒似的空間實際上為獨立會議室，讓員工能集中精神進行創作，避免受到外來的騷擾。其中最矚目的是一個透光的橙色玻璃箱，這個「意念太空艙」剛好讓外面的人清楚瞥見進行中的集思會議，而它本身亦是一個很實用的廣告工具。另一方面，會客室的感覺較為私密，但過高的斑馬木紋鑲板大門、低矮天花板和嵌入式照明明顯地跟整體設計互相呼應。

周圍的牆壁和間隔均繫以米白色，為那些宛如雕塑的太空艙提供恰當的對比背景，而鋪以水磨石的地板、顏色玻璃牆和白色corian接待桌進一步強化這個效果。同樣的處理手法亦延伸至工作間內，透明的著色玻璃促進了能量的流動。工作間採用了流動桌椅系統，加強辦公室的多樣化和靈活性，方便因應工作需要而隨時改變桌椅的擺放。這個安排不單能提高員工之間的合作性，亦有助激發員工的創造力，為客戶提供嶄新的意念。同樣地，外露式天花貫徹了開放式的設計理念，好像時刻提醒著員工廣告根本就是一門毫無邊界的創作。

DYR的辦公室既務實且具啟發性，的確是一個非同凡響的工作環境。M Moser上海分公司的主管Brian Pillely說：「一個設計恰當的工作間不只為工作提供適當的佈置，同時亦是激發員工創造力的寶貴資產和促進新思維的一個奠基石。」Fricker亦補充道：「一個具啟發性的工作環境有助員工構思新鮮的意念，從而於過程中獲得極大的滿足感，為客戶和員工創造雙贏局面。」

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