

Just-In-Time Offices

For Maersk's new offices in Shanghai, M Moser resolved three logistical challenges in one design solution; co-location from two buildings into one, conversion of the new premises from retail to office use, and on-target project delivery with the same high standards and reliability that distinguish Maersk.





Above: *The atrium is a focal feature and nexus of interaction; staff can gather here to enjoy the light and exchange ideas.*

Opposite Set: *The display model reflects Maersk's core business activity - shipping; a complementary series of floating design elements in the breakout, reception and work areas echo the spirit of voyage.*

Maersk's business is creating shipping and logistics solutions that are second-to-none. The same high performance standards governed the planning and design mission M. Moser was required to fulfill for Maersk's inspired (and inspiring) new Shanghai offices.

Time was a critical project driver; or rather, the lack of it. In nine weeks, M. Moser progressed from concept to completion, while coordinating the relocation of five hundred staff from two separate buildings into one new location. Heightening the challenge, the new premises formerly served as a retail mall, so the scope of the conversion encompassed not only interior design, but complex project management, strategic planning, engineering and workplace technology issues as well.

"M. Moser's office design will help us to reach our goal of optimising business effectiveness, flexibility for growth, communications and staff morale", notes Henrik Pedersen, Maersk's General Manager-Finance for Greater China. The large floorplate of the new building is certainly flexible; but taming the scale of the vast space was a tough task. When the atrium was adopted as a central feature, a range of strategic and functional opportunities emerged.

"The atrium is like a town square", observes Brian Pilley, M. Moser's team leader. "People can gather here to share information or simply enjoy the natural light." Chances to interact and experience the office as a neighborhood promote professionalism and support a sense of belonging. Before, such possibilities were rare because of the dispersed facilities.

Bringing staff together under one roof has led to high spirits and productivity gains, in part because Maersk's values can now be actively shared through the fresh, open setting.

Visibility, orientation and ease of movement throughout the space are key. M. Moser designed a popular wayfinding system comprised of elements, such as existing escalators, a new stair connecting the upper floors and meeting rooms identified by Chinese city-names.

But the success of Maersk's new Shanghai offices may be best reflected in the enthusiasm of its people, who are now more inspired and better enabled than ever to provide top-notch services to their customers in China and around the globe. ■



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