

WHERE WE



WORK

design lessons from the modern office

FRAME

IPPOLITO FLEITZ GROUP transforms an old emporium into lively community space SOHO 3Q



GreatAR Images

ABOVE AND
OPPOSITE PAGE
On the ground floor of
SOHO 3Q, a two-level
community space
connects the interior to
the pulse of the city.



Sui Siang

BELOW The transformation represented the revitalisation of a 1980s department store that had fallen into disrepair.

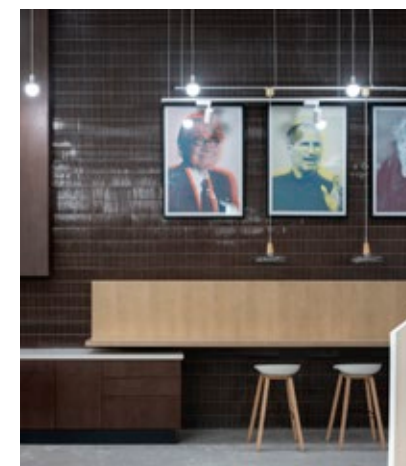
OPPOSITE PAGE The ground-floor features ample space for formal and informal gatherings, as well as a cafeteria.

SHANGHAI — For China's millennial population, co-working spaces are fertile ground for new experiences and collaborations. SOHO China, the country's largest private real estate developer, tasked Ippolito Fleitz Group with transforming what was once a disused 14,000-m², five-storey, 1980s department store in the trendy Wujiaochang district into a dynamic workspace.

Designed to host business talks, presentations, and formal as well as casual meetings, a two-level community hub on the ground floor forms the centrepiece of the building and connects the co-working space with the pulse of the city. A bold, sculptural spiral staircase carries this energy and connects all upper floors.

On each level, a central reception is surrounded by an array of work, communication and relaxation, including small and large conference rooms, cafeterias, alcoves and acoustically shielded telephone booths. Separate private offices, containing two to 30 workstations, represent an easily scalable, flexible work environment for up to 2500 people.

The design reflects the youthful energy of the co-working ethos and demographic: terrazzo floors, open ceilings, wooden surfaces, bold colours. To create identifiable zones, each level is dedicated to a well-known personality who revolutionised their respective field: leoh Ming Pei, Steve Jobs, Marie Curie, Jack Ma and Thomas Edison.



The design reflects the youthful energy of the co-working ethos and demographic



LEFT Each level is distinguished by a person who revolutionised their field, and associated with distinct graphics and colour palettes.

BELOW Radiating upward like a sun, the plasterboard staircase with solid wood steps carries the space's energy across every floor.



IPPOLITO FLEITZ GROUP turns an office into a colour deck fan, and a guide to WÖRWAG's values



Eric Laignel



OPPOSITE PAGE
At night, thanks to the building's large windows, the colour fan deck theme which inspired the design becomes visible to passers-by.

ABOVE In the spacious lobby, an illuminated display shelf exhibits proprietary paint technologies, enabling both visitors and employees to see the palpable results of the company's work.

KORNTAL-MÜNCHINGEN — Ippolito Fleitz Group knew that a 3500-m² administrative building for a paint and varnish manufacturer had to be predicated on colour. But it also needed to inspire and support staff while promoting a sense of belonging among co-workers. The resulting interiors have such a strong visual identity that it is apparent even to passers-by on the street below.

Colour, texture and form are central to the concept. The ceilings, designed after a colour fan deck, turn the office's four levels into an exhibition hall. Apart from being an iconic design gesture, they also serve as a means to zone the areas within each part of the office: Different departments are segmented by ceiling colours so employees can easily identify team space. Other areas like social zones are marked by strong colours, whereas working zones feature more subdued hues.

On the ground floor, transparent gull-wing doors separate the lobby from the cafeteria, which offers diverse seating options to accommodate a variety of work and social scenarios. On the three upper floors dedicated to office space, the team introduced interspersed transparent meeting rooms, individual offices, and think tanks with open plan workstations. This way, employees feel the same sense of belonging common to open workspaces, without any of the ensuing noise and distractions.

Serving as a living showcase of the brand's values and product, ultimately, the designers say, 'the project puts the need of the users at the centre to create a specific and individual, yet functional location.'



The ceilings, designed after a colour fan deck, turn the office into an exhibition hall

LEFT In the cafeteria, room dividing elements separate the sitting areas from the counter, where people queue to order.

NEXT SPREAD Acoustic panels are upholstered with various textiles inspired by the client's paint samples.





ABOVE A variety of smaller workspaces include colourful niches, small enclosed huddle rooms, and open seating areas.

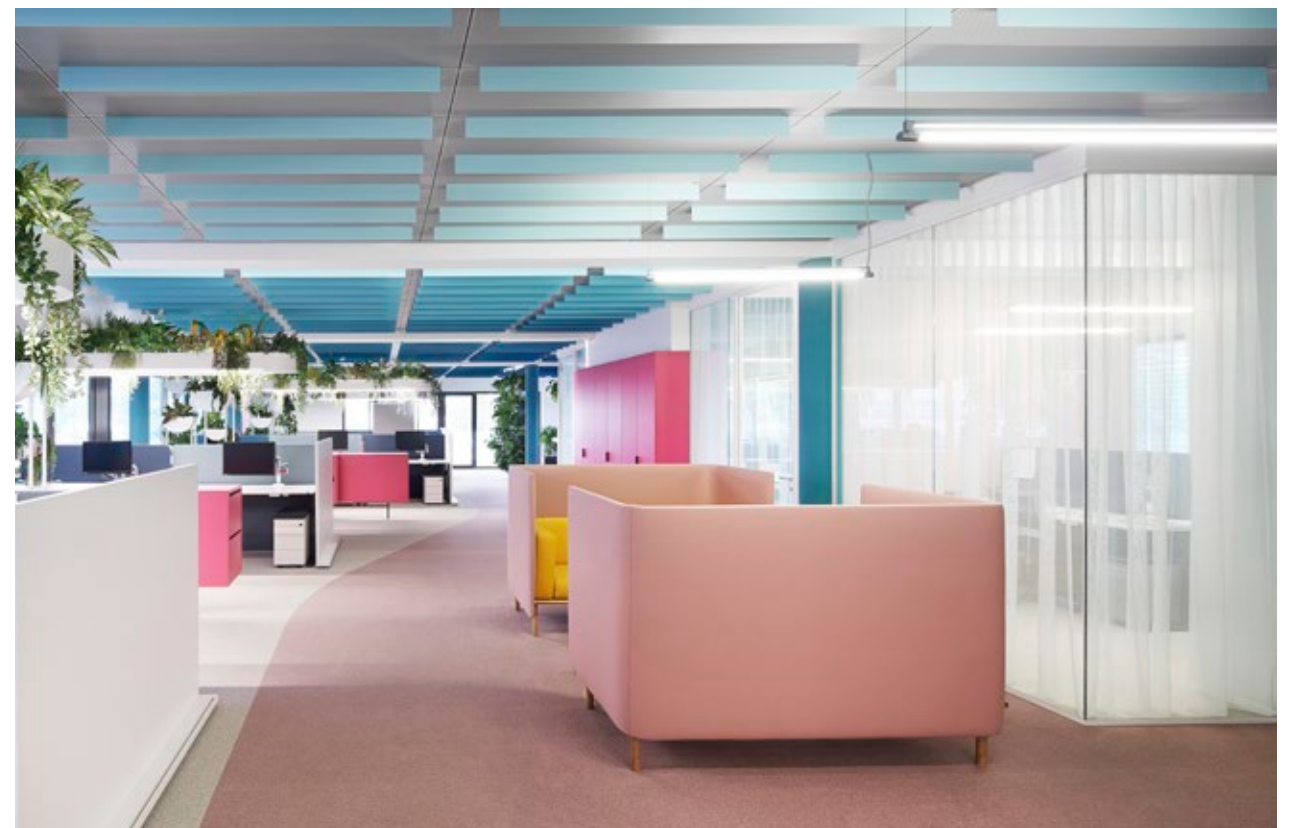
OPPOSITE PAGE Expanded metal ceilings feature LED strips as a technical design element.





IPPOLITO FLEITZ GROUP taps into behavioural science insights for ROMAN KLIS DESIGN's headquarters

OPPOSITE PAGE
AND BELOW Neutral
workspaces promote
concentration, while pink
walkways and commu-
nication spaces function
as mood boosters and
help increase empathy
among employees.





ABOVE A total of 2100 houseplants help lower stress levels, boost creativity and enhance employees' performance.

PLANS The designers left the pre-existing building's boomerang-shape untouched, while successfully transforming the character of the interiors.

NEXT SPREAD Today's work culture suggests that information exchange and a sense of belonging improve performance, so spaces for gathering were key to the design.

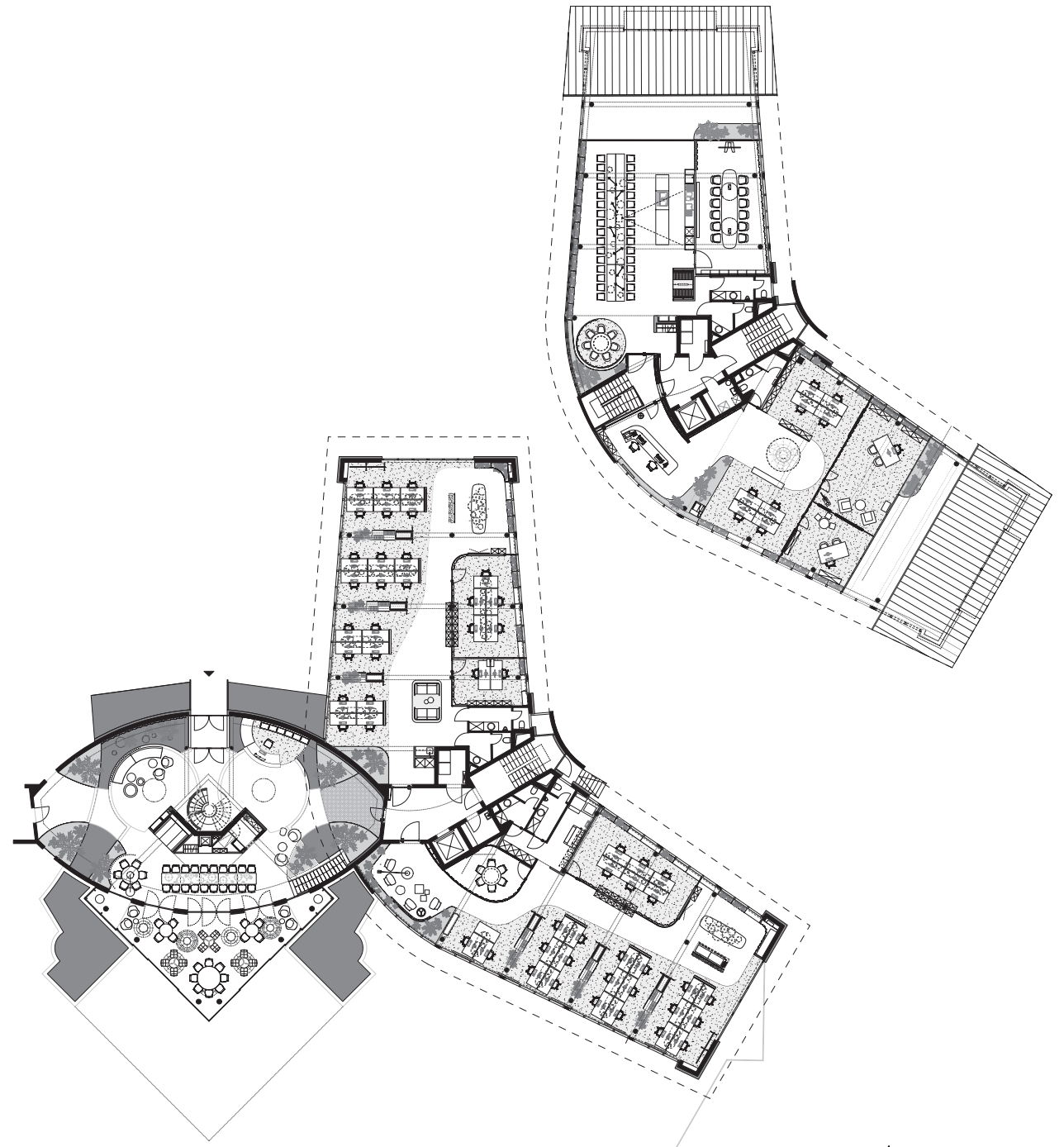
HERRENBURG — For the headquarters of brand design agency Roman Klis Design, Ippolito Fleitz Group successfully remodelled a 2000-m² space into a locus of health and productivity. The studio collaborated with Porsche Consulting to integrate behavioural nudges into the workspace's design, ensuring a holistic interior concept that reconciles the human element with business objectives.

As the designers put it, 'smart solutions require a fundamental understanding of the organisational structure in question.' The team took cues from Roman Klis's vision and leadership model, which pairs positivity and creative freedom with a clear strategy, and rendered them in the interior design.

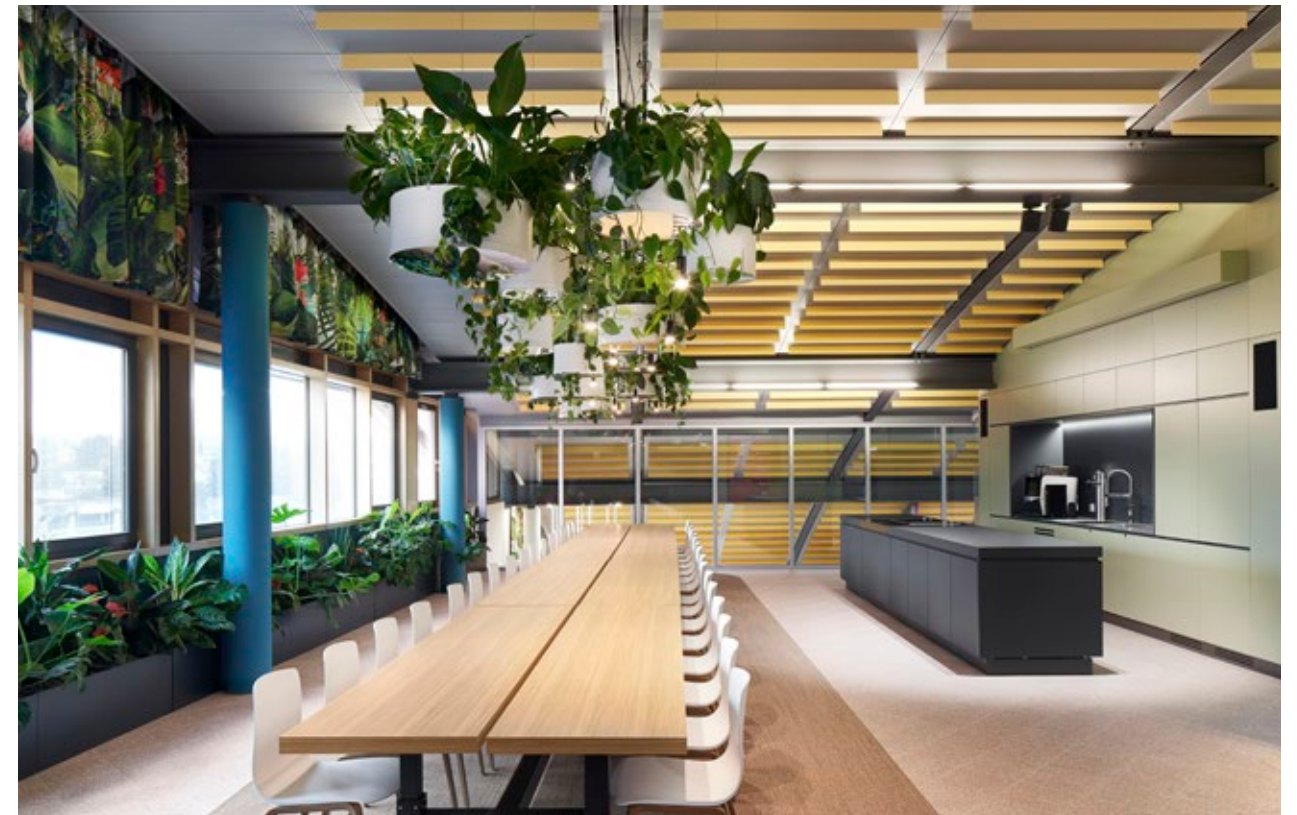
Without altering the existing structure, the atmosphere of the interiors was transformed through strategic gestures: coloured strips were added to the ceiling's existing panels, so that colour gradients effectively replace the grey metal ceilings, creating a new spatial depth; thoughtfully placed water sources, lighting, and soft shapes help engender a good mood; 2100 houseplants improve air quality and diminish noise levels; and a balanced use of colour promotes concentration while suggesting a carefree, sun-soaked oasis.

By bringing together the client's brand identity, insights from behavioural science, and its own ambition to provide smart solutions, Ippolito Fleitz Group was able to make a significant contribution to boosting the productivity of the agency's workforce.

'Smart solutions require a fundamental understanding of the organisational structure in question'







OPPOSITE PAGE
Existing ceilings were preserved but supplemented by coloured strips that suggest a sky of calming blue or sunny yellow.

ABOVE AND LEFT
The upper floor café doubles as a space for company-wide gatherings or presentations, thanks to a long height-adjustable table which is easily turned into tiered seating.