

Creative Workplace Design

# THE OTHER OFFICE 2



FRAME

# INN- OCEAN

Flashes of colour in a playful office space by **Ippolito Fleitz Group** enliven a deliberately monochrome palette to convey an advertising agency's daring design credentials.



The design team has integrated a vibrant mixture of thoughtfully designed open and closed zones suited to any working style and need.

LOCATION **FRANKFURT, GERMANY**  
 TYPE **ADVERTISING AGENCY FLOOR AREA 2800 M<sup>2</sup>**  
 ACCOMMODATES **110 EMPLOYEES COMPLETION 2013**  
 CLIENT **INNOCEAN WORLDWIDE EUROPE PHOTOS ROBERT HOERNIG**  
 DESIGNER **IPPOLITO FLEITZ GROUP (P.479)**

The motto of Korean advertising group Innocean is 'discover beyond' and this spirit of adventure flows throughout its Frankfurt base. The firm's European headquarters had to serve as a calling card for the agency's design credentials and inspire its own creatives to greater heights. The resulting interior is as crisp as it is cool, neatly balancing the need for collaborative and individual thinkers to fulfil their creative mojo.

The impression of a creative playground is established immediately in the reception area, where a wooden see-saw and a set of swings await visitors beneath a swathe of spherical white pendants. Inside the workplace itself, creative employees are encouraged to go

wild, for instance in the InnoLab – a transparent think-tank emblazoned with the company motto, where AstroTurf has been laid to promote blue-sky thinking.

However, for every crazy or collaborative space, there's a calmer counterpart for individual contemplation or an important client meeting. The office interior's colour scheme is restricted to a strictly monochrome palette of white, grey and black to keep employees focused on the serious side of advertising. The only flashes of colour are bright but dazzling, glimpsed in Innocean's signature hue in the cushions of futuristic egg-like seats, or the lime-green interior of a monolithic seating unit that rises all the way to the ceiling.



The InnoLab is a space for creative thinking, where ideas grow even if the grass doesn't.



Varied and flexible work spaces adapt to the needs of the agency's design-conscious and creative minds.

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A unique communication hub gives a secluded space for staff to escape to for a relaxed brainstorming session or meeting.



Drummers and movement are key features of the design, which hits employees and visitors hard-on as soon as they enter building.