

BOLD ENDEAVOURS

INNOVATION MEETS CREATIVITY IN THIS CONTEMPORARY OFFICE,
WHERE VIBRANT COLOURS AND TRENDY MATERIALS ELEGANTLY
COMPLEMENT THE DYNAMIC WORK ENVIRONMENT.



Photo Credits: PAND Design Group

WirelessCar is renowned as one of the world's leading innovators of connected car services. Headquartered in Sweden with offices in the US and China, the company requested a collaborative workspace for their new office in Chaoyang, Beijing, China, to accommodate their 70-strong headcount within a fresh and energetic environment.

One of the main advantages of WirelessCar's new office lot is the stunning cityscape of Chaoyang. In addition, the space is aligned with the sun's orientation from the East to the West as it passes by the Northern side of the building. Taking these factors into consideration, PAND Design Group configured a dynamic layout that strategically allocates the interior space for different teams while ensuring the key spaces receive optimal natural light and outdoor views. The result was an optimized workspace featuring multiple meeting rooms, two pantries, several breakout and discussion areas, a special enclosed office for the company's 24-hour working team, and private spots for phone calls and video conferences.

TOP & LEFT: Upon stepping into the office, the metallic logo wall behind the reception counter immediately catches the eye.

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PAND Design Group

THIS PHOTO: The conference room features a palette of blues, greys and browns derived from the corporate colour theme.



Stylistically, the design team utilized a contemporary design language that reflects the company's brand guidelines. Design features were derived from a conceptual approach based on the company name ("Wireless"). "The concept of "wire" was translated into lines that inspire smooth elements and curved shapes while "-less" conveys a clean, energetic and smart future that respects nature and the manmade environment. In this office, the design leans towards these impulses realized through colours, materials, shapes and light," the design team explains. "As a result, the articulated shape of the floor plan with sleek corners, huge pillars and different recesses along the windows all express an intricate sense of dynamism."

Bold shapes and a vibrant palette are immediately apparent throughout the office. From the main entrance, the foyer leads into the central waiting area. Here, the space is divided into the reception counter on the left and the pantry on the right.

"Only the logo of the company is visible from the lift lobby. When guests arrive at the front door, the entire space will be revealed. They will immediately see the metallic logo wall on the left and the coloured pantry on the right. We created this as a harmonious "game of parts" aimed at welcoming guests in a unique way," the design team elaborates.

Adjacent to the reception area is a hallway that leads to the open office area placed along the Northern window. As the space houses the workstations, the orientation ensures a balanced distribution of natural light to generate a cozy work environment while preventing shadows and glares on computer screens. Additionally, phone booths and breakout areas infuse a collaborative atmosphere to complement the main work areas. Ideal for chilling out or focusing on work, these cozy spots are placed close to the workstations for employees' convenience.

For the main meeting rooms located on the East side, operable walls are employed between two mid-sized rooms to provide flexibility. The rooms can be combined into a large conference space that fits up to 30 people. Shades of blue and grey, derived from the corporate colour theme, are used for the wall, acoustic panels, and carpet tiles to conjure a fresh and youthful vibe.

"For this office, the goal is to unlock the value of the work with speed, flexibility and efficiency via a bespoke design. Ultimately, the workspace should evoke a contemporary feel while putting the employees at ease," adds the design team.



BOTTOM LEFT: Smaller meeting rooms with operable walls can be combined into a larger conference space.



BOTTOM RIGHT: The staff pantry offers stunning views of the cityscape from its large windows.

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