

Client Clemenger BBDO
Details Advertising agency
Area 3,000sqm
Completion March 2004

In refurbishing Clemenger BBDO's offices, Bates Smart sought to enhance the flexibility of the work spaces; support the advertising agency's future growth; improve collaboration among its employees and clients; and facilitate better communication between creative and service teams. In short, the design aimed to reflect Clemenger's values, culture and approach.

The refurbishment features a dramatic reception area that provides access to a boardroom at one end and a café/breakout space at the other. Both of these spaces were designed to be innately flexible, to complement the activities of the workplace.

To further emphasise Clemenger BBDO's creativity, the reception waiting area has direct lines of sight into the creative department. A dramatic translucent glass backdrop to the reception desk provides glimpses into the resource library and team work areas beyond.

Top left Library
Bottom left Breakout space
Right Reception area

