

**Client** Euro RSCG

**Details** Advertising agency office refurbishment

**Area** 2,000sqm

**Completion** December 2008

Bates Smart was commissioned to refurbish and transform Euro's existing premises from mostly cellular to an all open plan environment. The new office aims to be democratic, visible, engaging and energetic to reflect Euro's collaborative and creative work culture.

The design was based on the concept of a Kaleidoscope - a space with continually changing forms, patterns of shapes and colour to reflect agency's dynamic nature. The Kaleidoscope also suggests a succession of symmetrical designs, series of changing phases and a complex and shifting scene. The meeting pods are used as reception seating but also as informal meeting spaces.

**Top left** Open plan office

**Bottom left** View from meeting room

**Right** View from meeting pod to reception

