



2020

USER ID: ID_100973

CATEGORY: Offices

BUSS-Allianz HQ

Location of Project: Jakarta, Indonesia

Project Stage: Completed (2018)

INTRODUCTION

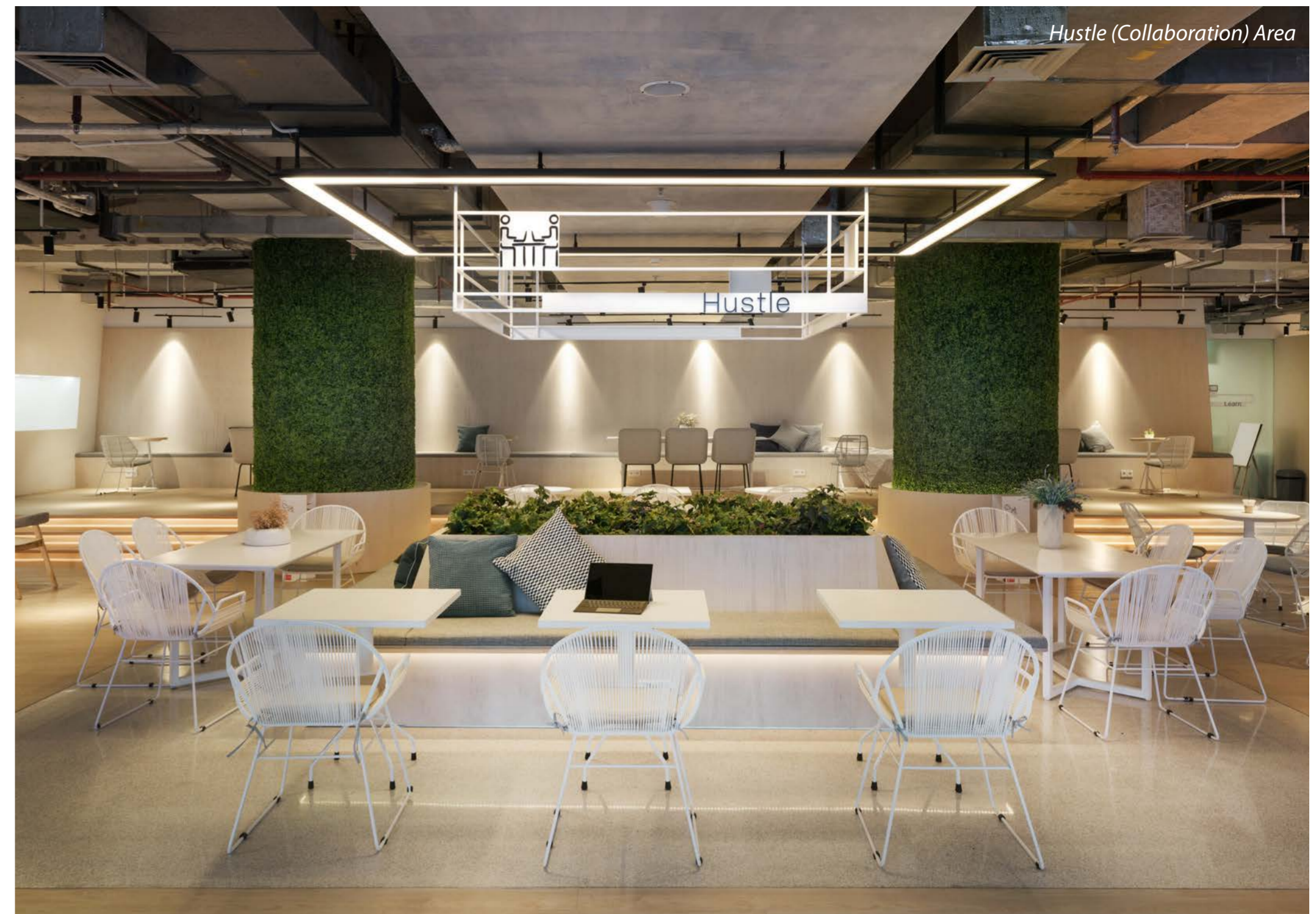
BUSS is an insurance agency affiliate of Allianz in Indonesia and Malaysia. Buss-Allianz HQ, located in the 18th floor of SOHO Capital Building, is the main office for the Indonesian group. BUSS wants to provide a highly flexible working place with a design that appeals to young professionals, especially the millennials generation.

Responding to the vision of BUSS, this office space were designed to steer away from the "one size fits all" philosophy where each workers are usually given a fixed working station and rooms are separated according to a specific function. Instead, BUSS-Allianz HQ tried to create an environment that doesn't resemble a typical office, but more towards places like a café or co-working spaces.

BUSS-Allianz HQ adopts an open-plan configuration where rooms are not separated by walls, with the exception of rooms that needs sound insulation such as auditorium and private meeting room. The whole office is divided into 8 main areas. Each areas are used for multiple functions, listed below:

1. Introduce: Reception, Exhibition Space
2. Hangout: Café, Collaborative Workspace
3. Hustle: Collaborative Workspace, Meeting Area, Event Space, Exhibition Space
4. Learn: Auditorium, Movie Room, Karaoke Area
5. Play: Entertainment Area, Informal Meeting Area
6. Poise: Private Meeting Room, Library, Rest Space
7. Discuss: Semi-private Meeting Areas, Rest Space
8. Focus: Permanent Workstation

The design and layout of this office encourages a collaborative and creative spirit between the workers. The materials and furniture scheme used for Buss-Allianz HQ are chosen to create a casual, comfortable and welcoming atmosphere that can boosts productivity while reducing stress.



EVALUATION CRITERIA #1: AESTHETICS & SPATIAL DESIGN

BUSS doesn't want their office to look or feel like an office. This results in a space modeled more towards a cafe. The spaces use a combination of raw, earthy-toned materials such as sungkai wood, concrete texture, light wood vinyl, terrazzo, grey carpet tiles, plants and glass. Materials that demand attention are purposefully avoided to enable the interactions between users to become the focal point of the design. Another reason those materials are chosen is because they have a soft tone that's easy on the eyes and therefore can enable employees to work comfortably for longer time.

As the office is usually used by 300-500 people at once, open-space floor plan is adopted to provide flexibility. To avoid the feeling of claustrophobia, areas are not divided by walls, but instead divided by methods such as different floor levels or different floor materials. Majority of the office also have an open ceiling to make the spaces feel bigger.

The only space with a different design is the Introduce (Reception) area. This room uses monochromatic materials such as dark grey marble, white paint and glass. The monochromatic color scheme helps people to focus on the graphic installation along the wall. This installation, designed by the Bandung-based graphic design company NUSAE, represents the philosophy of BUSS. The purpose of the different material scheme and the graphic installation is for people to have a formal introduction BUSS before entering the warmer and more casual working areas.

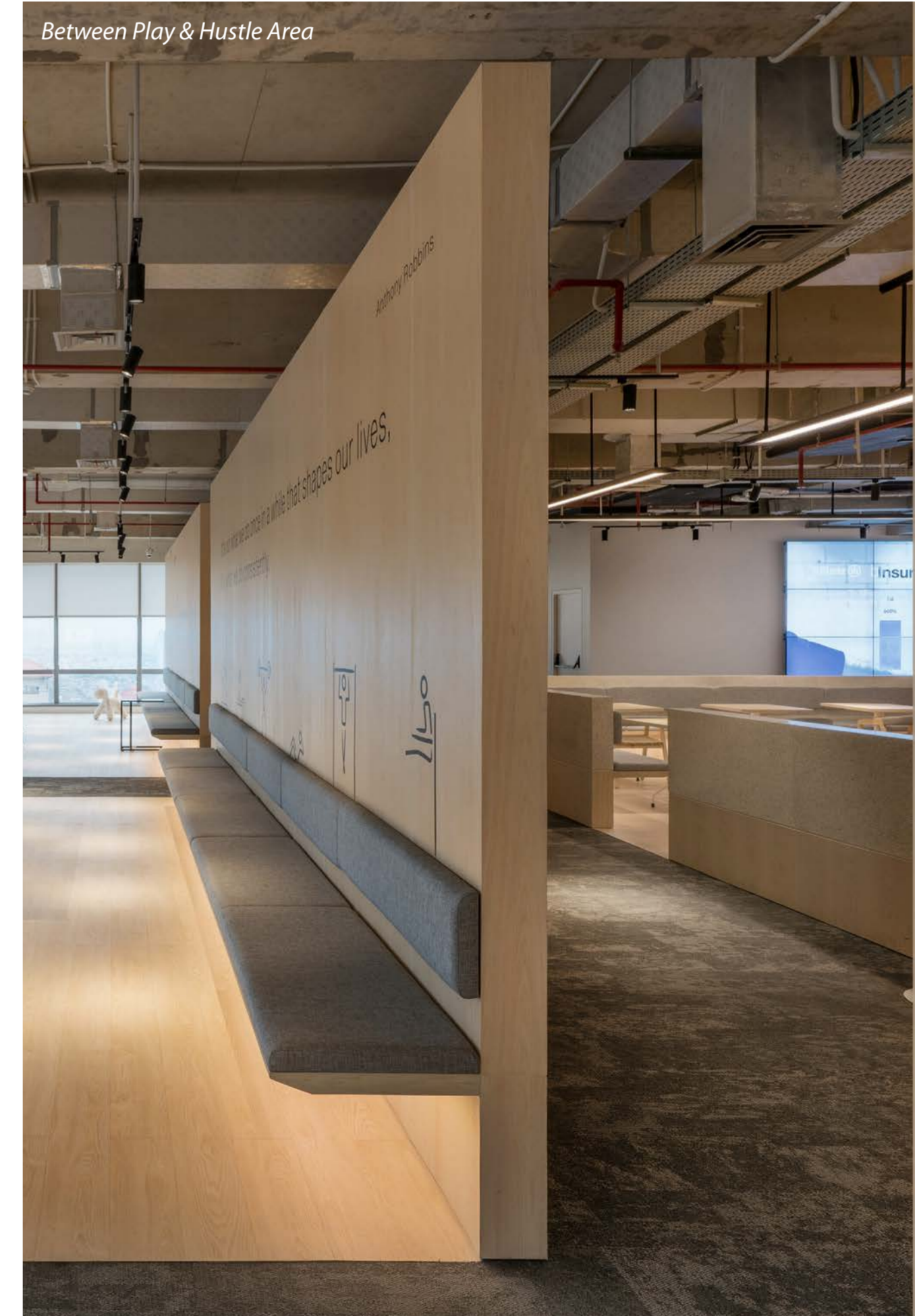
Introduce (Reception) Area



Hangout Area



Between Play & Hustle Area

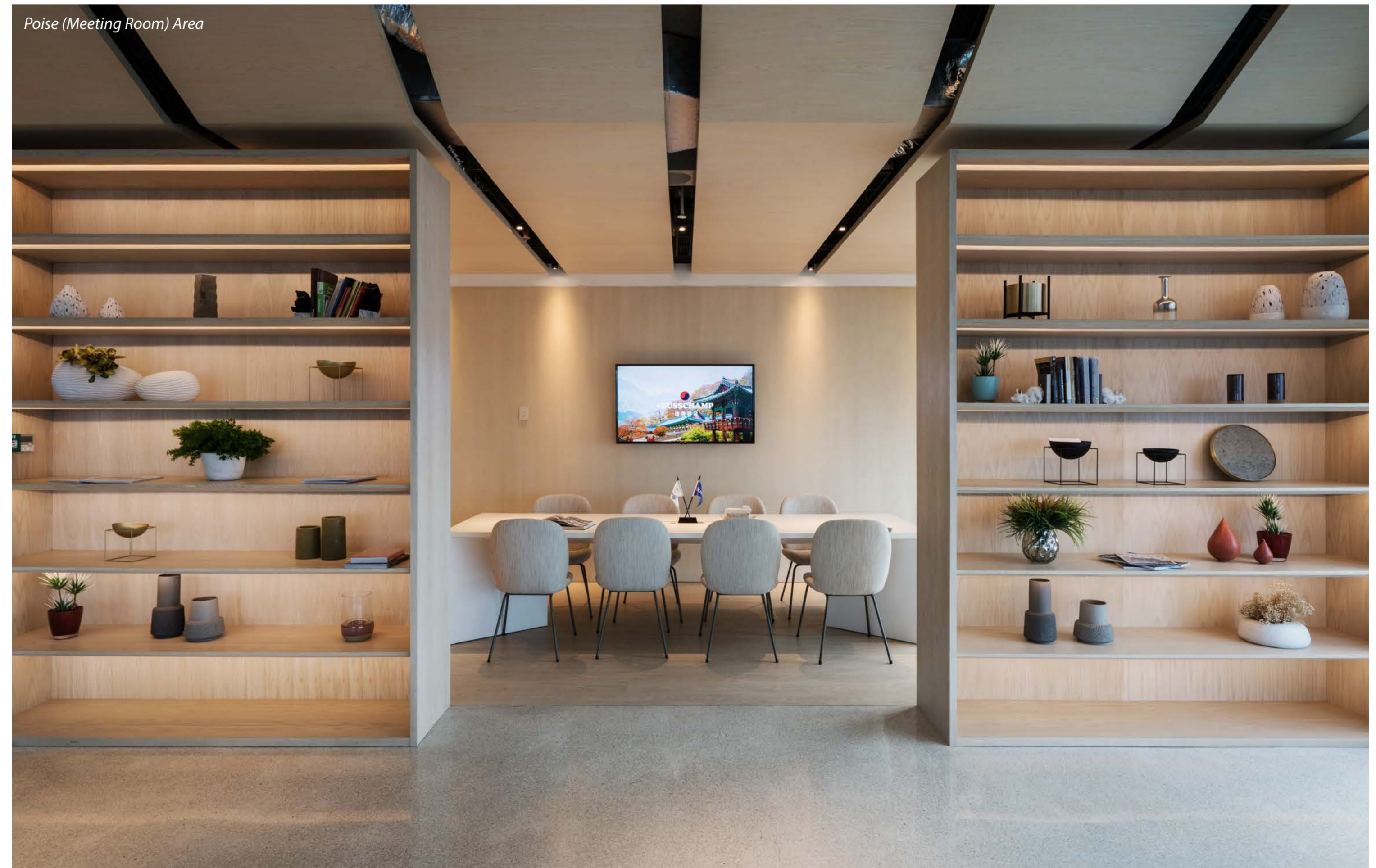
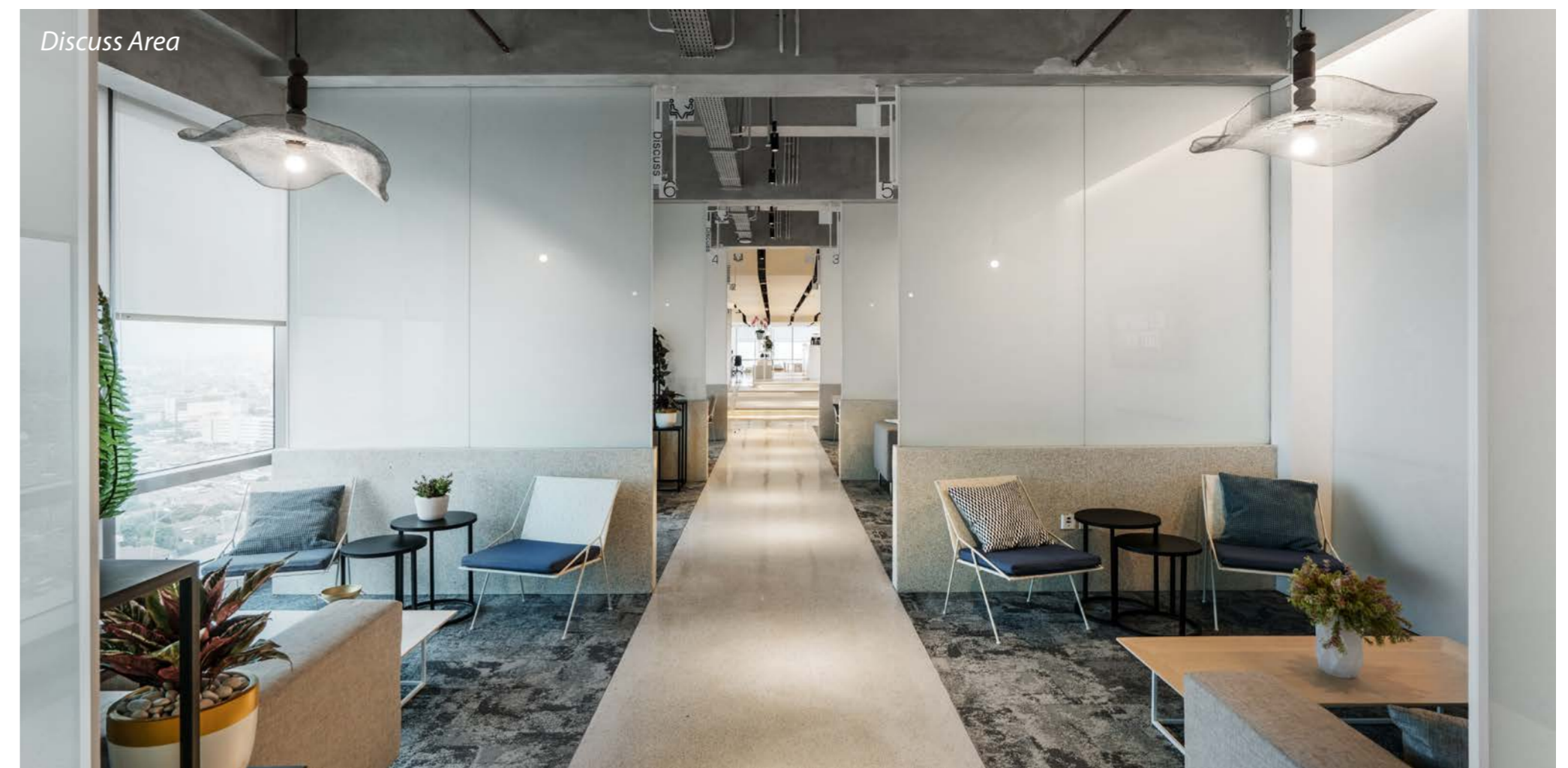


EVALUATION CRITERIA #2: REALISATION EFFICIENCY

As BUSS needs to move into their new office quickly, several strategies need to be taken in order to finish the project quickly while at the same time complying with the building's codes and limitations. One strategy that is used to increase realization efficiency is by limiting the use of materials. Sungkai wood panels, terrazzo and concrete texture are three materials that are used repeatedly, but applied differently, in most spaces. This repetition of materials allow the whole office felt cohesive while at the same time, avoiding execution errors as most of the materials can be sourced from less suppliers.

The maximum dimension of materials that can fit into the service elevator also becomes a major consideration in the actualization of the design. To tackle this issue, mortise and tenon joint system is adopted to allow the long strips of wood panels be broken into parts that can fit the elevator and then installed on-site seamlessly.

Durability and maintenance of the materials also one of the major concern for BUSS-Allianz HQ. Wood panels and furniture are built using engineered wood instead of natural solid wood to prevent shrinking and swelling in the long run. Floorings are comprised of materials that are easy to install, clean and maintain such as wood textured vinyl, resin-based terrazzo and carpet tiles. Other materials chosen for this project such as glass panels, concrete texture and white paints are also selected to make sure this office can operate well with minor maintenance.



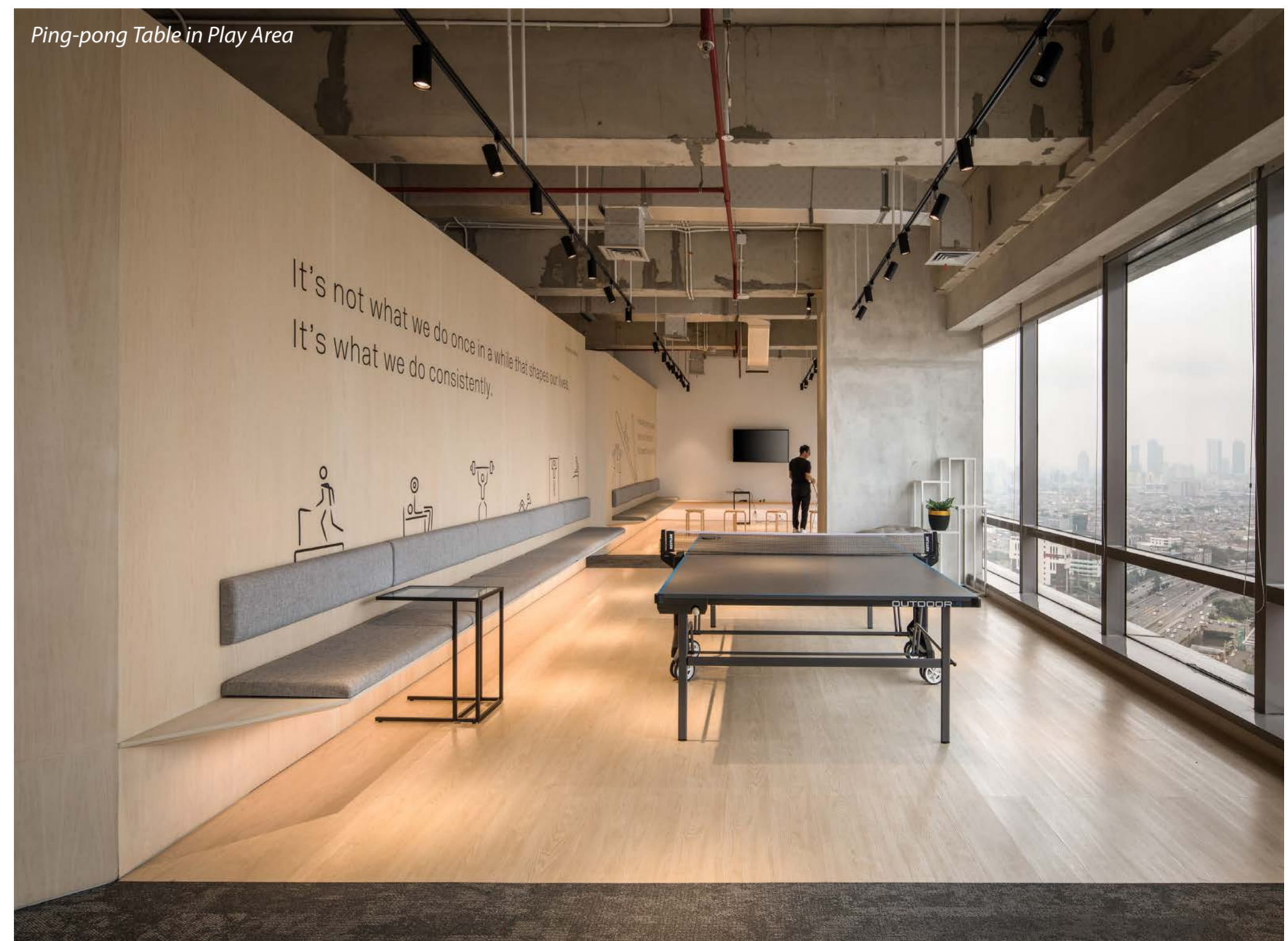
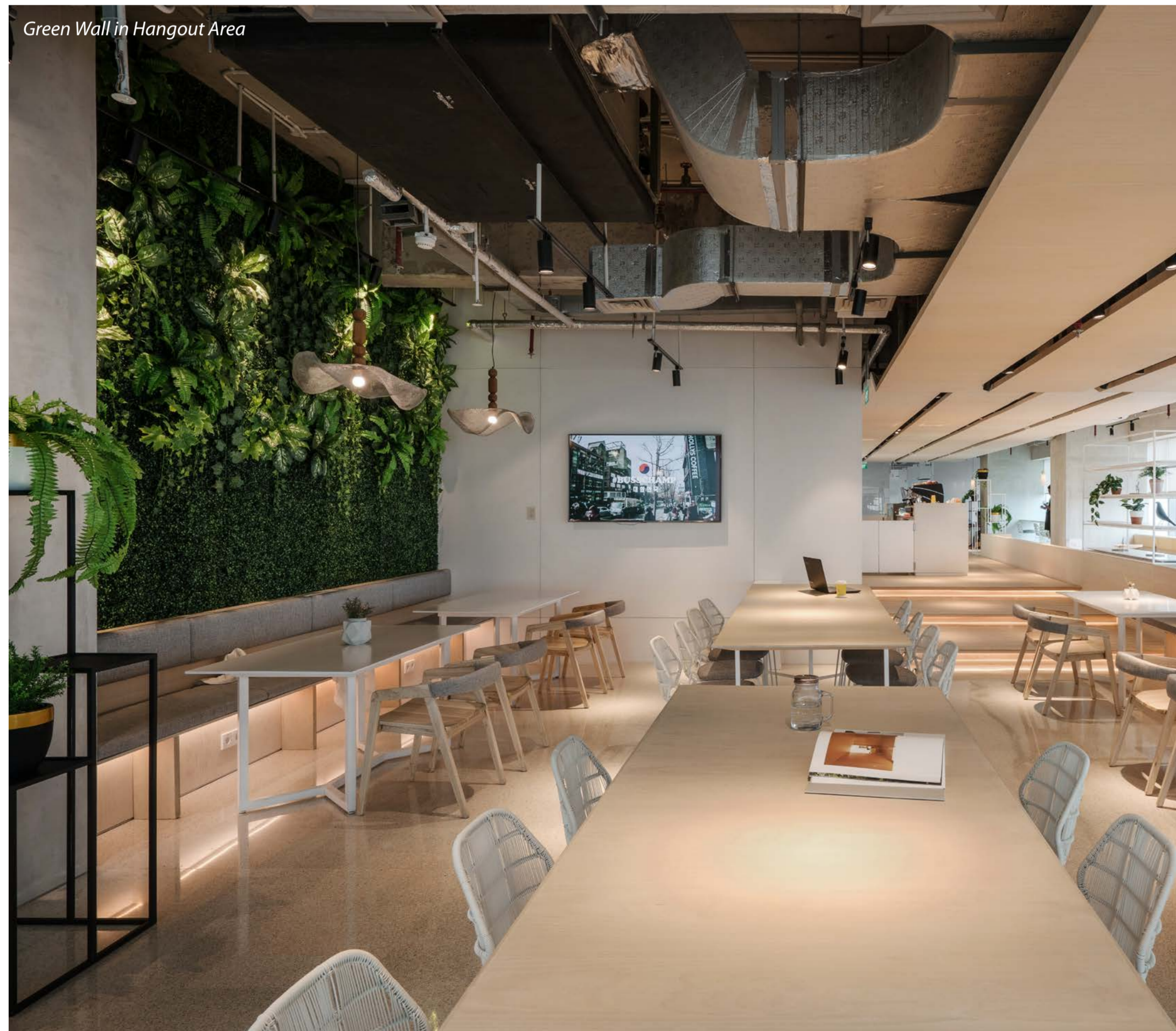
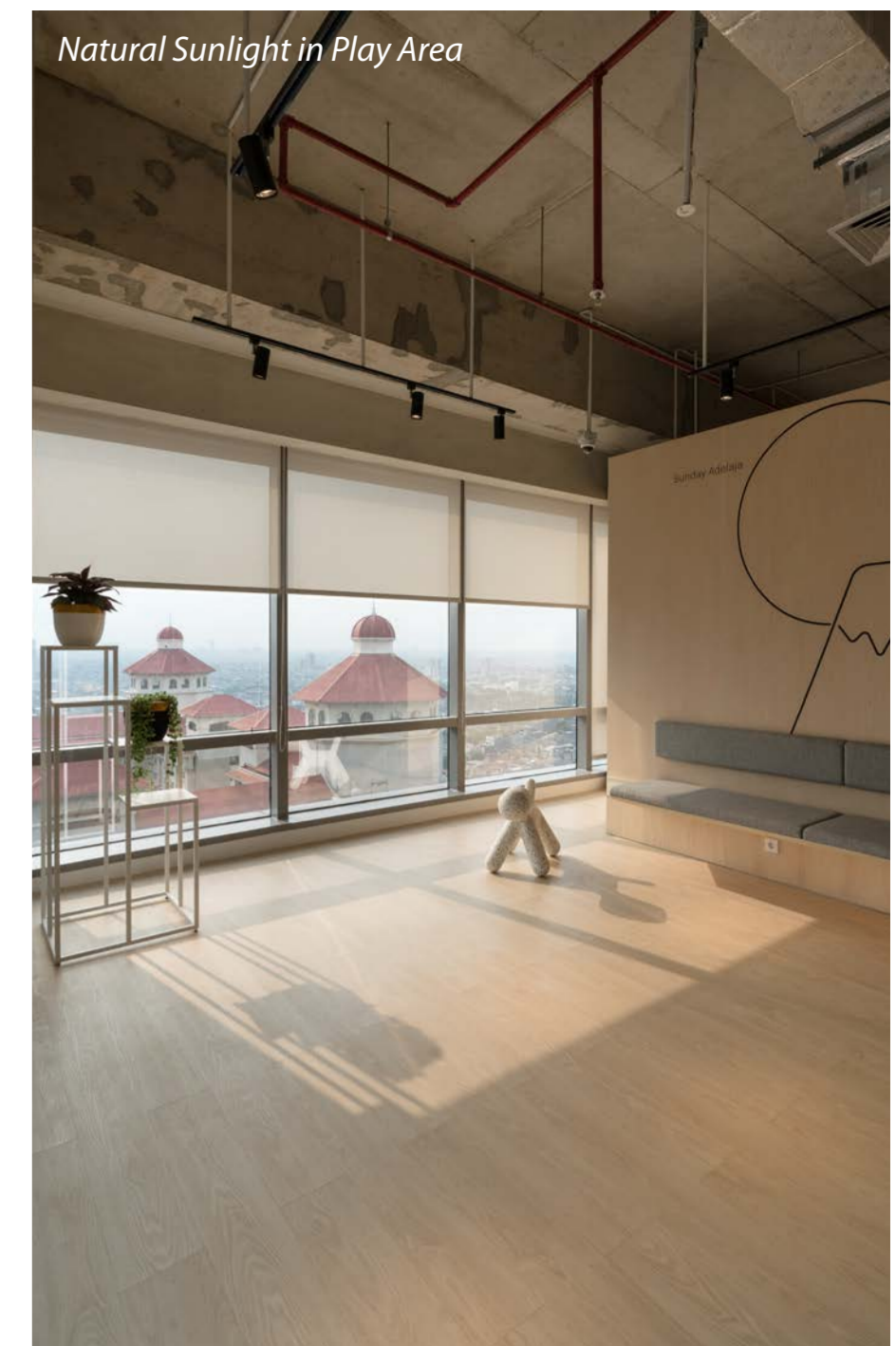
EVALUATION CRITERIA #3: WELL-BEING & ENVIRONMENTAL CONSIDERATIONS

Several aspects of the project are implemented to increase the well-being of the users and also to consider the environment. The first aspect is by bringing as much nature as possible into the office to give the users an extra sense of calmness and therefore increasing productivity. Indoor plants are placed in various areas of BUSS-Allianz HQ, whether in the form of green wall, potted plants or plants integrated with furniture. Research found that addition of plants inside the office can reduce tension, stress, depression, anger and fatigue.

The second aspect is by including as much natural sunlight to the space as possible. The layout is designed to make sure that all areas, with the exception of the Introduce (Reception) area, have direct access to sunlight. Natural sunlight helps to lessen drowsiness and heighten focus. It also helps to decrease the need for artificial lighting during daytime and therefore reduce energy costs.

Furniture and materials selection is the third aspect taken to increase the well-being of the users. The loose furniture used in different areas varies according to the function of the space. Light chairs and armchairs are used for general function, sofas and lounge chairs are provided in spaces that needs longer usage and therefore needs extra comfort and bench are used for shorter group meetings.

This office also provides employees spaces that can be used to have fun. Users can play table tennis, sing karaoke, and watch movies to refresh themselves and hopefully get back to work more focused. BUSS-Allianz HQ is also a paperless office where all works are done and shared digitally.

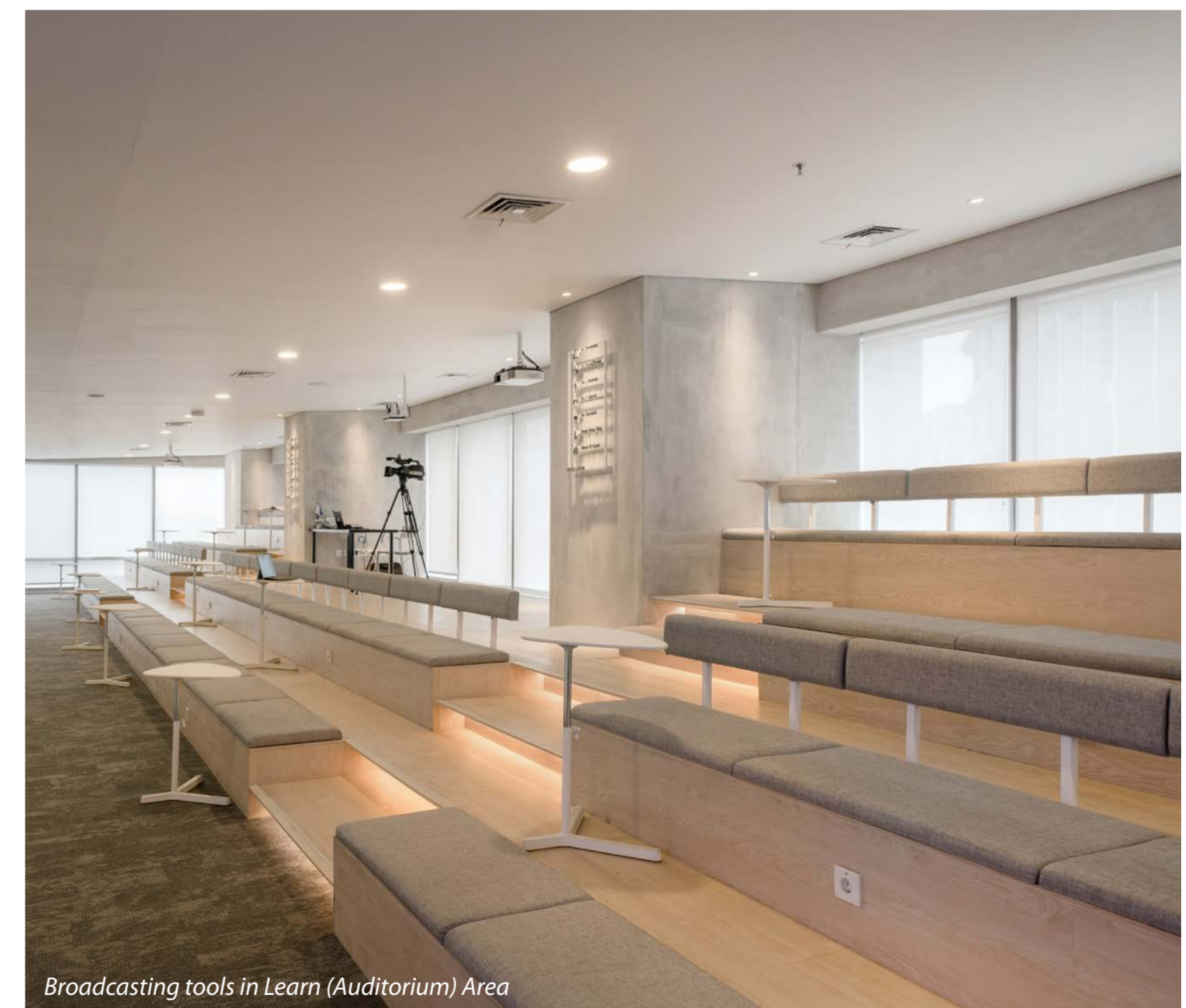
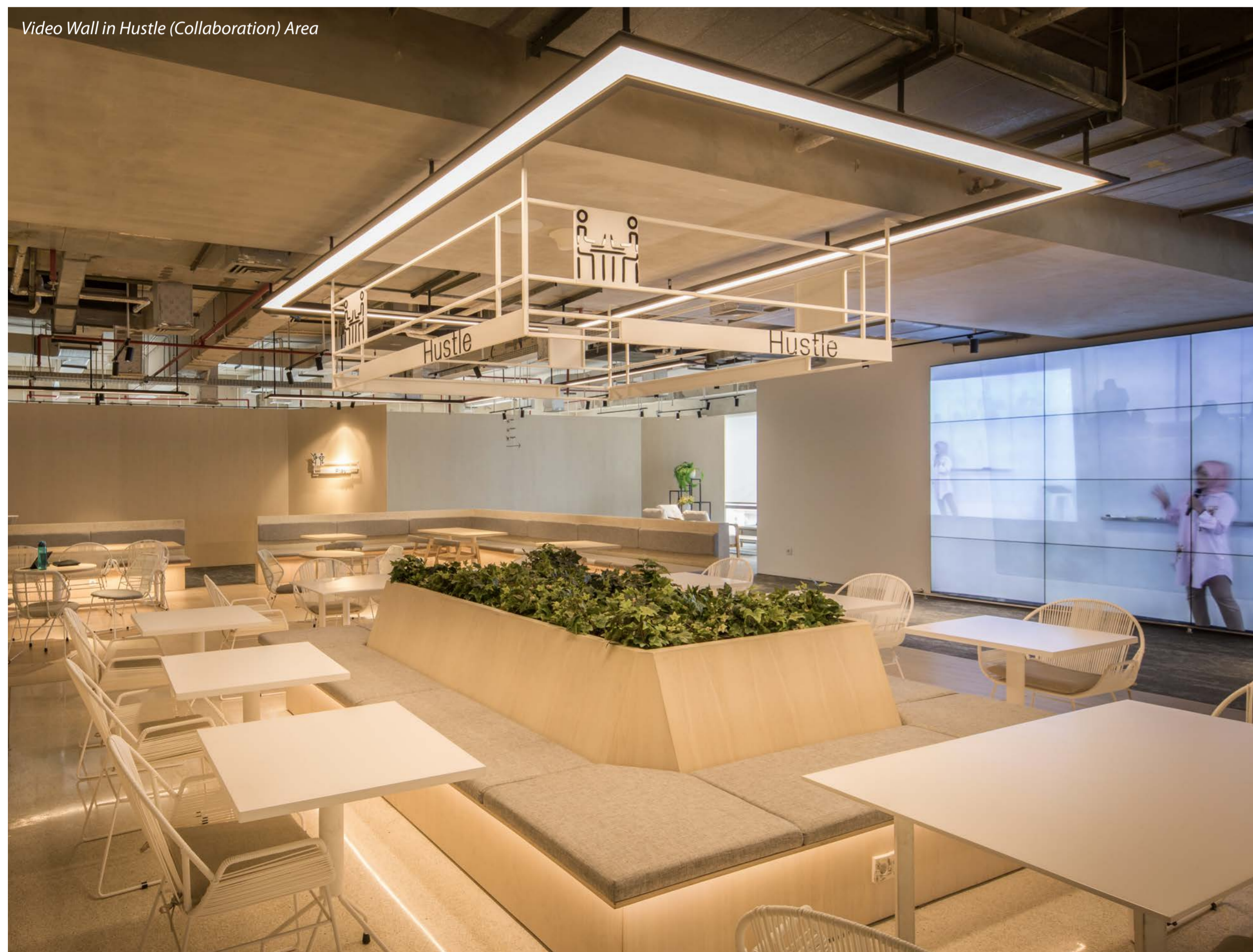


EVALUATION CRITERIA #4: USE OF PRODUCT TECHNOLOGIES

BUSS-Allianz HQ's design is integrated with technologies to help the office function with higher efficiency. First of all, BUSS-Allianz HQ is paperless office where staffs are not allocated a fixed workstation, but instead given the flexibility to choose their working space for the day. Staffs are encouraged to work using laptops or tablets, and to share files digitally. The paperless movement helps the company to saves time, uses less space, boosts security and promotes the environment.

Smart video and audio programs are also fitted within the interiors. TVs and a video wall, interconnected through a centralized system that is controlled by the receptionist, are installed in different areas around the office for various functions. During the case that the auditorium is in full capacity during a class, people can still watch the whole session in other places because the screens can be connected to the live feed recording of the class. However, when the TVs or video wall is not connected together, users can connect it individually to their devices for smaller scale presentations or discussions.

Not only does the technology integration used for technical functions, but also to increase the well-being of the users. During break times, TVs can be connected to game consoles so staffs can have fun while resting, while the bigger video wall can be used together for movie or karaoke sessions. The whole office is also connected to a centralized sound system so background music can be played to create a more wholesome atmosphere.



EVALUATION CRITERIA #5: PROJECT CHALLENGES & SPECIFIC SOLUTIONS

The final design of BUSS-Allianz HQ is driven from a response to some of the project's main challenges and limitations. The biggest challenge from this project is integrating the layout with the daily programs of the company. As a company, BUSS is comprised of teams of varying sizes with different needs. BUSS envisioned an office that can accommodate big number of people or teams with varying and often unpredictable needs at the same time. In response to this, an open-plan configuration, comprising of 8 multi-functional areas as described in the introduction page, is implemented to rise flexibility.

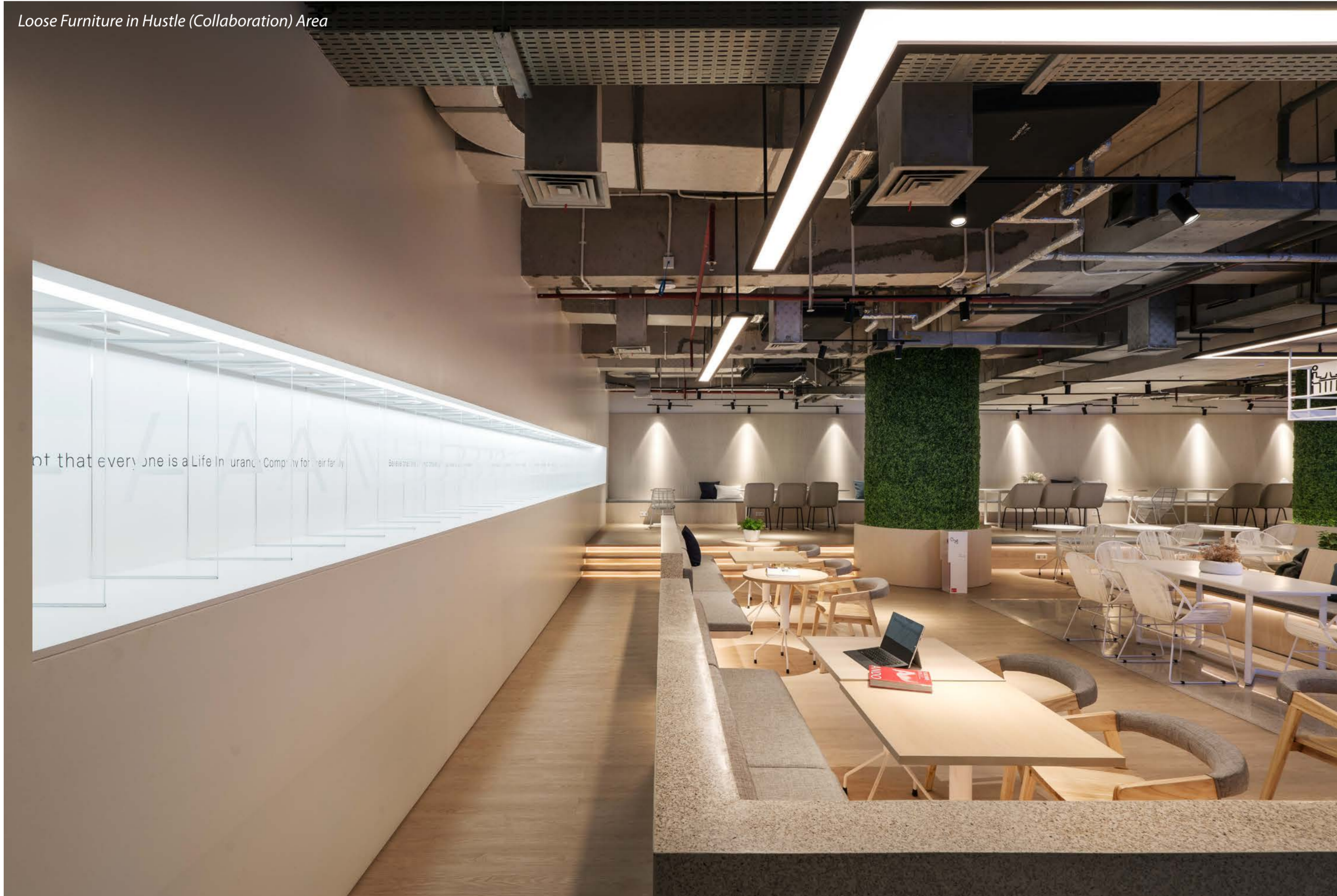
The unpredictable nature of the daily office functions led to the selection of mostly loose furniture instead of fixed, built-in ones. Users can choose their workstation according to their current needs. A lot of configurations can be made using the loose furniture as it's mostly light and easily movable. Someone that's working individually can use a small table, or take one space in a communal table, but when people needs a bigger table for a group discussion, then the tables can be combined together.

Some challenges also arise from the construction execution as the service elevator limits the maximum size of the materials that can be brought up to site. The solution for this issue is to break down wood panels that are longer than the elevator's limits into smaller pieces. Each smaller pieces are joined on-site by means of mortise and tenon joinery system, which allows fast and seamless installation.

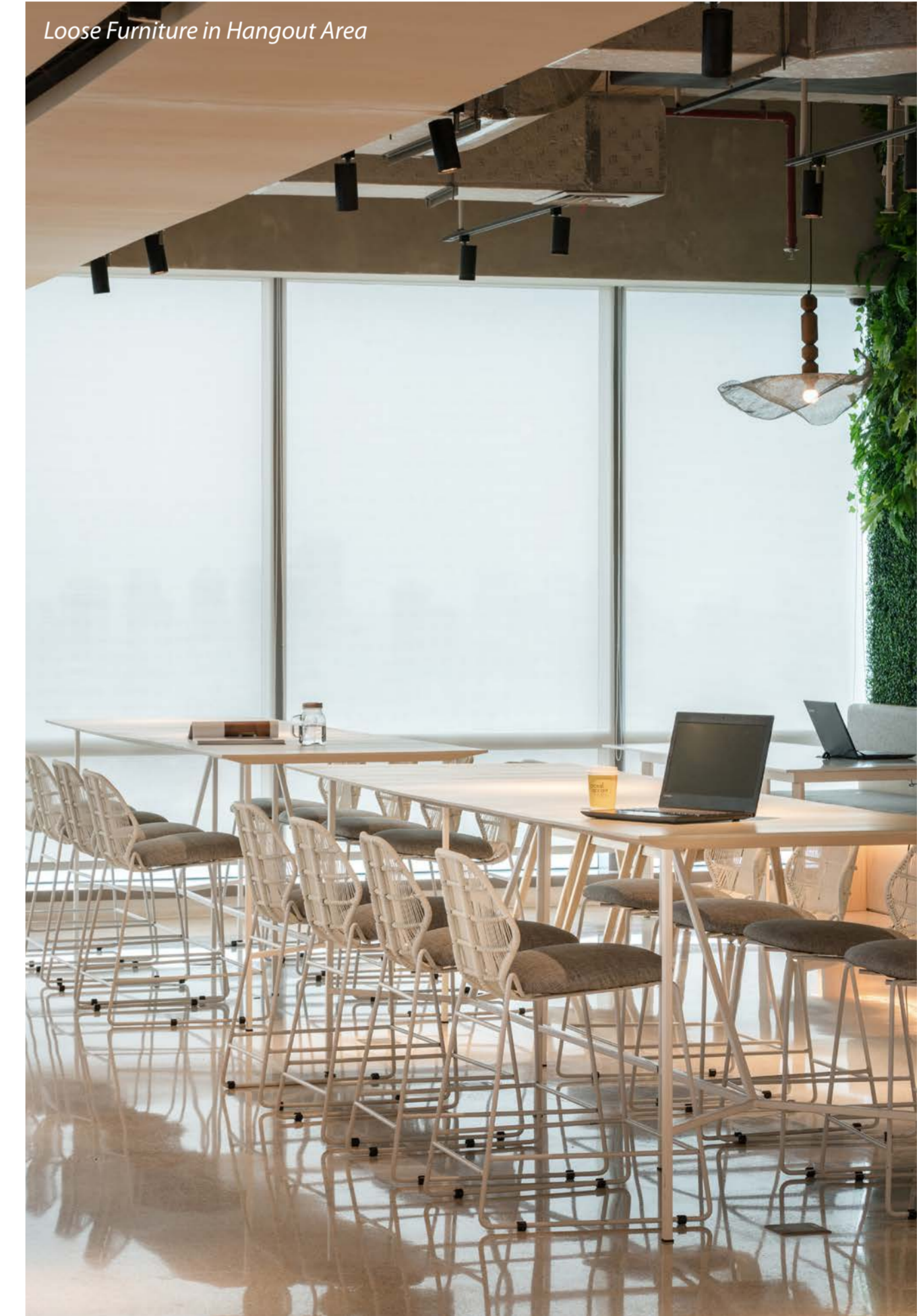
Workstation in Focus Area



Loose Furniture in Hustle (Collaboration) Area



Loose Furniture in Hangout Area





Graphic Installation by NUSAE installed in Introduce Area