

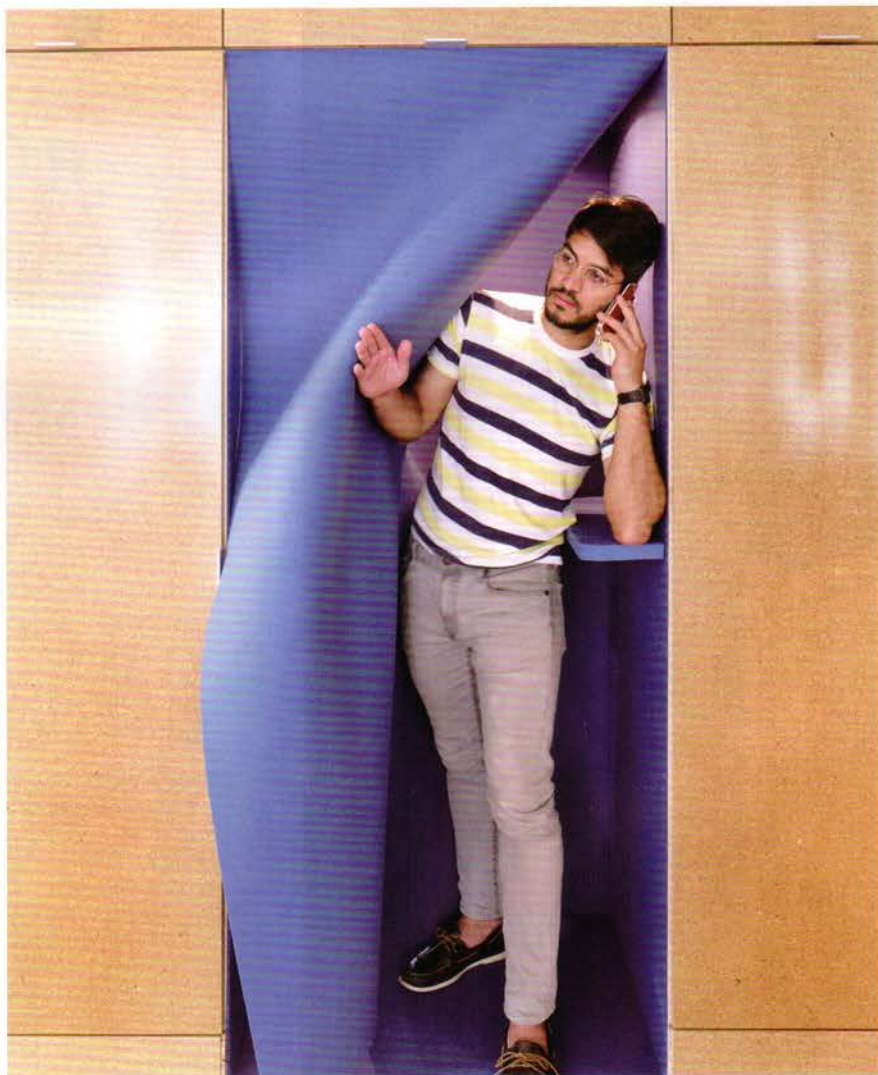
AN EMPLOYEE'S PLAYGROUND

THE PLAYFUL DESIGN OF THIS MANHATTAN OFFICE BLENDS STRONG WORK ETHICS WITH THE BRAND'S SIGNATURE HEALTHY PRODUCTS **BY SAM WILLET**



GoGo squeeZ is not only an ambassador of healthy and fun snacks but also a believer in “doing good”—something that should be remembered as kids slurp their squeezable fruit and employees step into their Materne North America Headquarters in Manhattan. In light of the company’s recent expansion, Luca Andrisani Architects was challenged to instill the brand’s positive mantra into a comfortable and creative environment, including small and large meeting rooms, ample storage for products and displays, assembly space, a kitchen, a taste testing area, the reception area, three private offices, and more than 50 workstations—all with limited time. The optimist says that time goes by when you’re having fun, right?

For Luca Andrisani, that’s more than true. GoGo squeeZ’s desire to enrich happy workers influenced the building team to create a “mediation between the open office and the occasional need for productive privacy.” While its small meeting pods—



divided by glass walls dressed with pixelated apple trees and felt padding to absorb sound—and private phone booths house most business activity, staff can lounge on the hammock or cushioned walls to relieve some stress. The window wall, which includes added table space and bar seating, cozy living room furniture, and swing also encourage employees to feel more at home while putting in a day’s work. “Happy work-

ers aren’t tethered to their desks,” Andrisani says.

The team of designers even went the extra mile and imprinted the company’s playful fruit characters, including mangos and bananas, on its logo wall, stressing that the “core” of the project is easy and playful. This renewed office building is filled with fresh energy both interactive and inspiring. **»**



FLEXIBLE FABRICS

This comfortable privacy wouldn't have been possible without Aetna Felt Corporation, which provided a variety of custom cuts of their 100% German wool designer felt. Aetna's collaboration with Luca Andrisani Architects and GoGo squeeZ proved to be their most versatile project yet, featuring their product on the office's walls, ceilings, floors, and perforated screening.

KEEN EXECUTION

While all of Luca Andrisani's ideas looked great on paper, Pine Builders Corp., a full-service construction company based in New York City, made this inviting work environment a reality. They conquered challenges left and right, whether it involved the intricate play wall or three-pod office space, and continuously found new excitement in executing the project.

