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Commercial Interiors

How to find the appropriate office design for your company

How to find the appropiate office design for your company

Your office is the visual and physical representation of your brand and therefore should reflect the work you do, the core values your business stands for and its brand ethos. Designing your office can involve branding the space appropriately, and must keep in line with your identity and customer ideals.

But what is the appropriate design for your company? What message do you want to send to both your employees and potential customers?
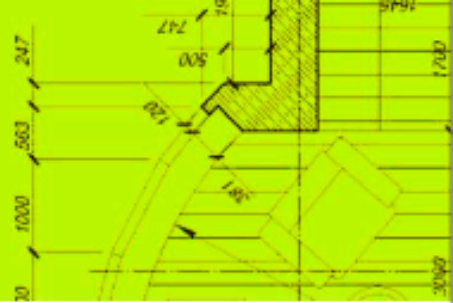
Industrial Design:

In a world of ironic slogans and creative start-ups, the industrial design has become more and more prevalent among corporate giants such as Twitter, Google and Red Bull. This particular design is very much the artistic movement of the modern office. With elements such as exposed brick walls, exposed services and high ceilings, it is synonymous with creativity and flare and associated with artists and those wanting to break out of the box.

This style can be replicated to express the same feelings of freedom and innovation when it comes to office design and can add an element of "cool" when it comes to creative agencies. From those in the advertising industry, to the graphic designers and website developers, this office design can highlight your organisation's creative innovation (if implemented correctly).
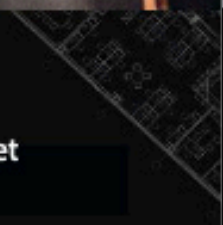
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**Here are some ideas you could incorporate into an Industrial office design:**

- Keep to a colour scheme: Sticking to a colour palette with splashes of colour where needed can make all the difference with industrial design.

- Get Creative: Whether it's creating a bookshelf out of exposed pipes, or having an entire wall used as a chalk board for ideas, this is the design to explore your creativity.

- Mix your materials: Combining and mixing the contrast of wood and metal is typical of an industrial design feature

- Lighting: creating the right lighting is imperative when designing. Copper lampshades and rounded bulbs can make for great features throughout your office.
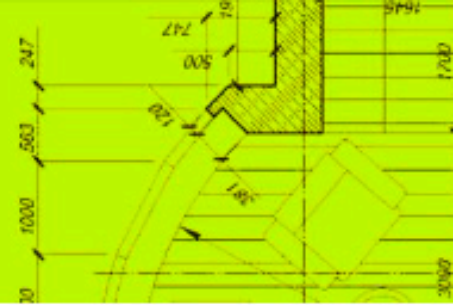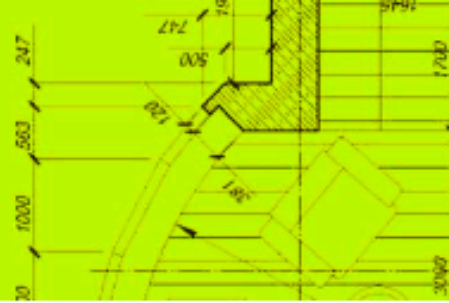
Minimalist Design:

When it comes to minimalist design, it hits the perfect balance between trendy and corporate, with tasteful, sleek interior décor creating a professional and yet modern atmosphere. This type of interior design offers a tranquil setting enables focus and concentration due to the lack of clutter or inanimate objects. However more than this, is its ability to create a professional atmosphere, with its streamlined features and clean cut furniture.

This style can often be designed throughout offices and can cater to all, from creative firms who are looking for a serious stance on their work, to corporate firms who want a more modern look.

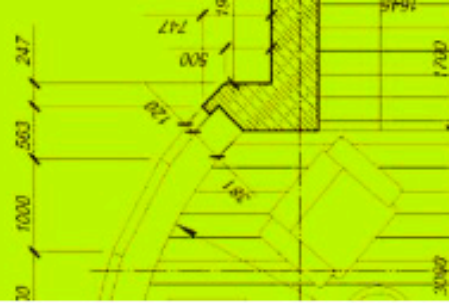# How to find the appropiate office design for your company

We've put together some ideas as to how you could incorporate a minimalist design into your office:

- Lighting: Choosing simple lighting features is a must for minimalistic design. Think wall mounted lights, or standalone lamps.

- Create a neutral base: This base should be the colour scheme to stick to throughout the office. Creating the odd "pop" of colour can make for an interesting addition, but be careful not to go overboard.

- Choose quality over quantity: this goes for everything in your office. It's better to have a few high quality designs and features, as opposed to many mediocre ones.

- Storage: Minimalism is based on the concept of little, to no clutter. Finding the right storage solution for your business is important when creating the right minimalistic design.

- Furniture: As with the storage, it is important to find furniture and other features that are both streamlined, simplistic and good quality.
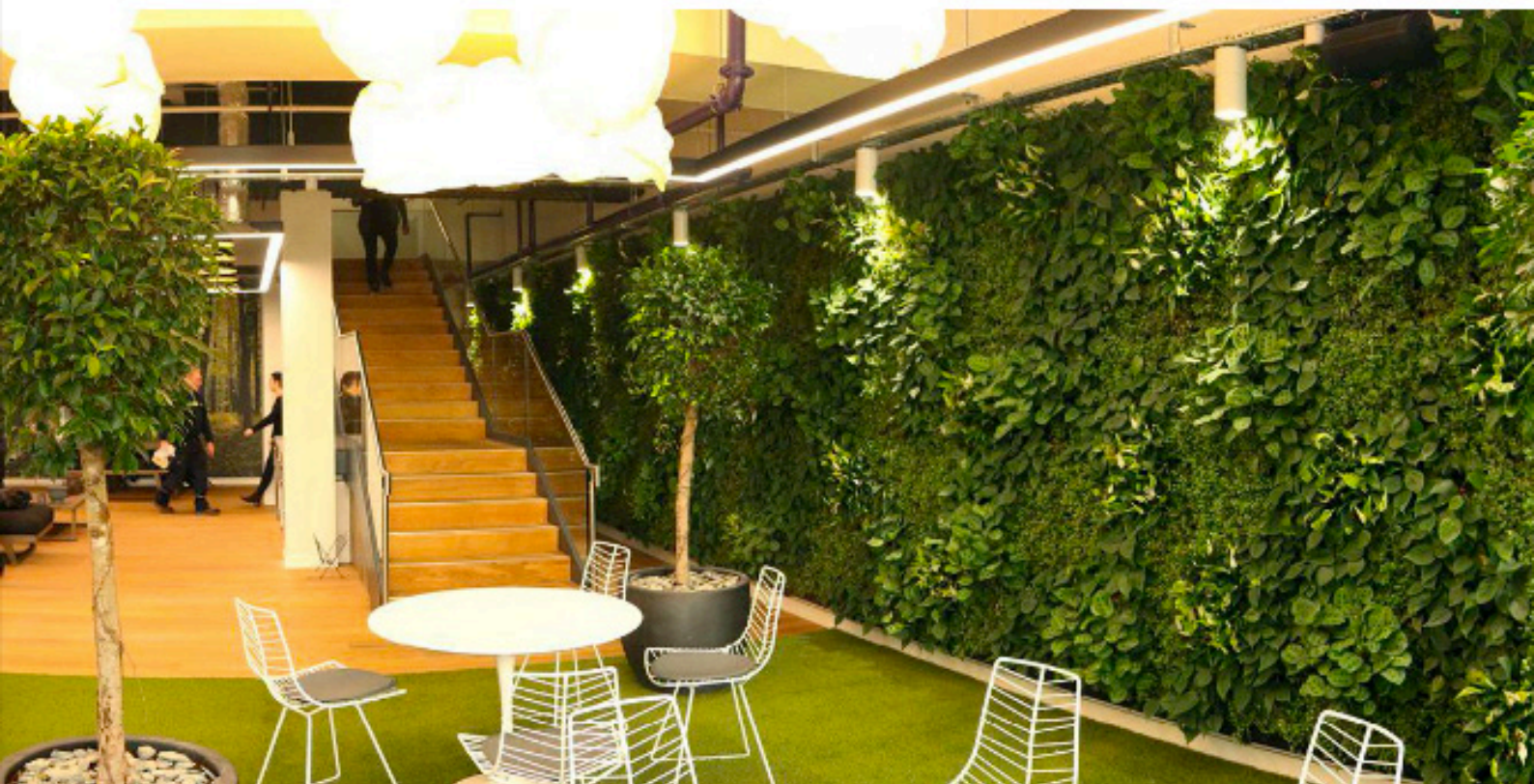
Biophillic/Eco-friendly

Biophilic design is one of the latest trends that many offices, and public spaces are buying into – and they can serve a fantastic purpose for creating calm amongst employees whilst nurturing creativity. Creating a biophillic design can give off the right message for many firms, and can create an eco-friendly brand ethos. Using sustainable, or recycled materials gets this message across, and can create responsible and caring connotations with your brand for those who visit. Furthermore, being an eco-friendly company, or one that incorporates this into their office design, keeps up with the current trends, and can make an organisation appear forward thinking, creative and open to new things. You may even inspire your employees, or customers, to go green.

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We've come up with some ideas on how you can incorporate biophillic and eco-friendly designs into your office:

- Use light woods throughout your office for desks and furniture.

- Add greenery: if you live in urban and built up areas, adding greenery can make a big impact to an office's surroundings.

- Use recycled materials: Using recyclable materials can not only look trendy, but can also add to your eco-friendly office space.

- Get creative with your designs: Use graphic wall features throughout your office.

- Think of colours: Use a neutral background with pops of colours of green and blue.

- Plants: Mounted living walls can make a fantastic addition to those wishing implement biophillic design to their offices.
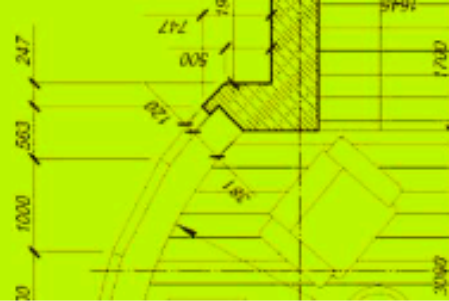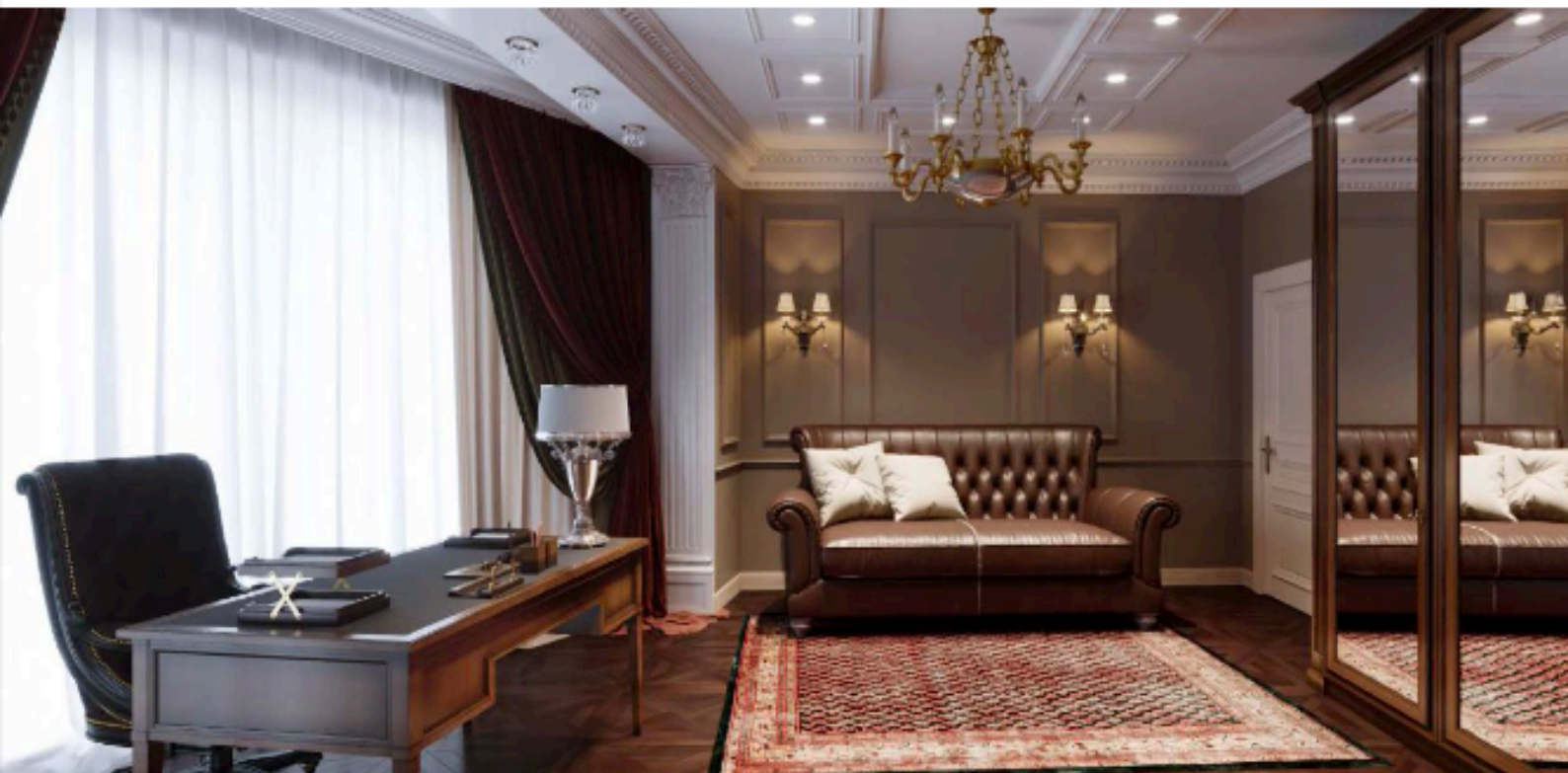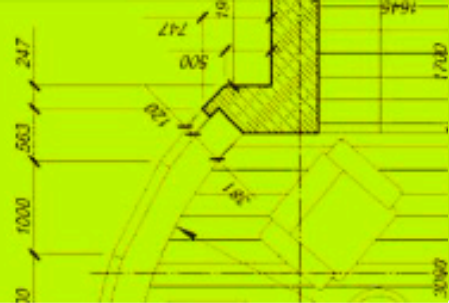
Classic

If you are in the legal or financial sectors, opting for a classic office design can fit your corporate and professional company image. For many of these long-established industries, having a trusted, historic and traditional office design can set the right image for its clients.

Although opting for classic mahogany desks and leather chairs might look classic to many, it can also make an office appear dated. Keeping up to date with what's going on in the world can say a lot when it comes to repeat customers or client retention.

However, this classic style exudes sophistication, attention to detail and a business steeped in tradition all of which are important in an organisation. In order to keep your brand relevant, and your classic décor at its best, it could be an idea to put a modern spin on your office, making the best of both worlds for the more corporate firms who want to remain relevant.

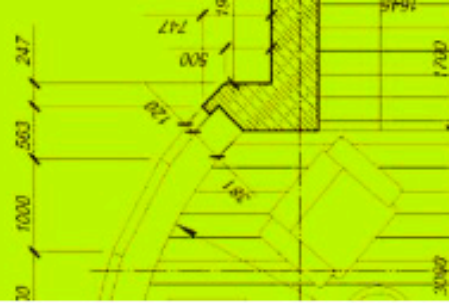# How to find the appropiate office design for your company

Here are some tips to get the most out of classic features:

- Use dark woods throughout your office design.

- Think about the style of your furniture: Classic designs, such as tall cabinets, leather chairs and warm colours make all the difference in a classic office design.

- Wooden flooring can make an impression when it comes to this classic design, whether it be tiled, or indeed real wood.

- Lighting: Different from other interior decor, choosing large scale ceiling lights with intricate detailing can make an impressive feature piece for your office.

- Make sure to maintain your technology up to date, to ensure your traditional style doesn't appear dated. Investing in the latest technology and software will ensure you stay ahead of competitors.
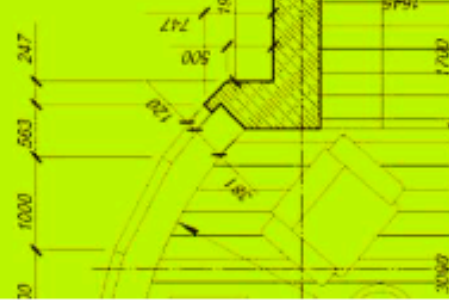
Technology

If you're a tech based firm, the chances are your main priorities are going to be making sure your equipment is in peak condition, continually updated and always working at optimum level. For many firms today, technology is at the heart of their business, and for those that are client facing, getting across your capabilities, while also appearing customer friendly can be a difficult balance. For many such firms, opting for a technological design can be best, with top of the range video screens, laptops and smart tech on show for your employees and clients to see.

There are various interior designs that can showcase your equipment, and create the right atmosphere for you and your business.

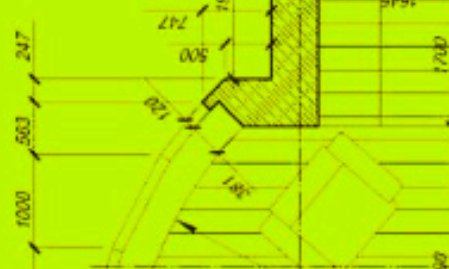# How to find the appropiate office design for your company

We've included a few features you could install to boost your office design below:

- Storage: These days you can find copious amounts of storage facilities that can showcase your technology.

- Get your meeting rooms right: A technology fused business does a lot of communicating online and over video conferencing. For this reason, make sure your meeting rooms are equipped with the right features to enhance this.

- Find the best cable storage: There are so many cable storage units to choose from these days that can fit into any office design. To avoid looking cluttered, investing in these can enhance your office and put the attention on your technology.

- Install multiple power points throughout your office: Having multiple power points throughout your office means your employees, or clients, can plug in wherever, making it clear that technology is important to your organisation and of course, don't forget the wifi!

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