

ASICS

Boston, MA Creation Studio

Size

20,000 square feet

Project Highlights

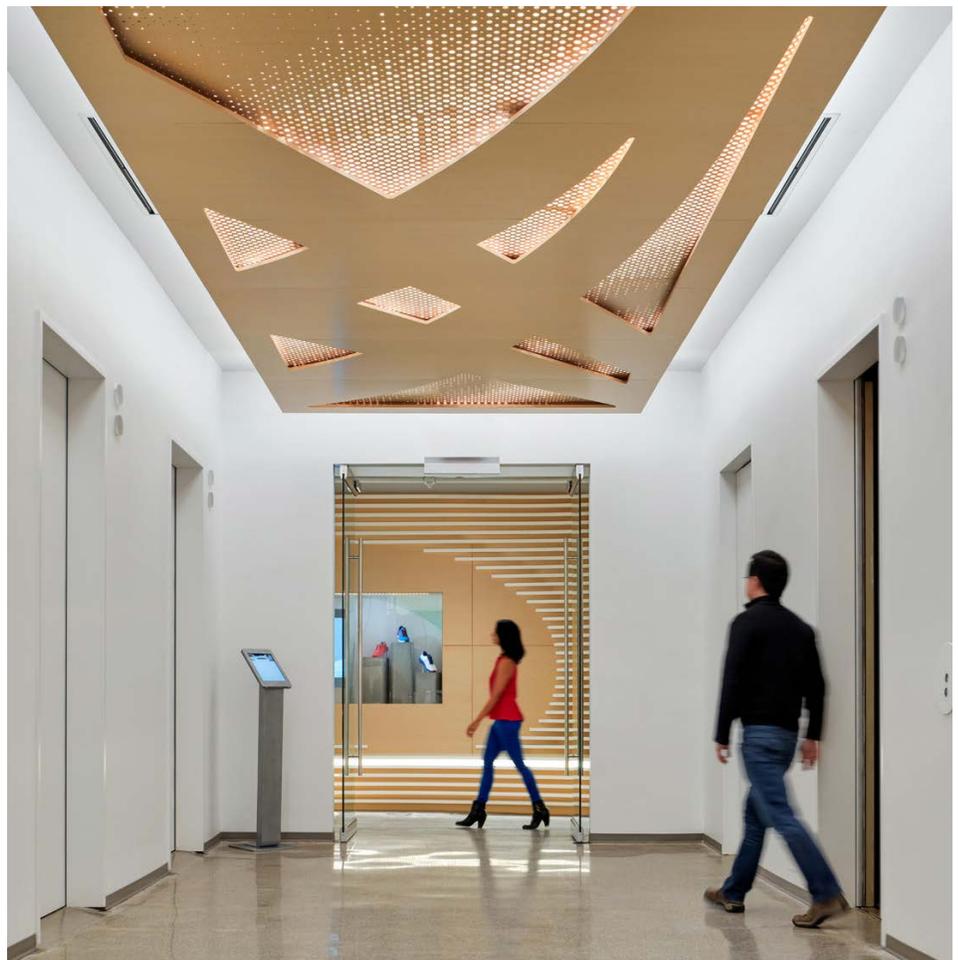
Creation Studio relocation from California to recruit Boston's top talent; Design inspired by ASICS' Japanese heritage; Undulating white louvers guide organic movement reminiscent of a Zen garden; Flexible showrooms for client presentations and training; Lit displays feature products throughout the space; Pinwheel workstations offer heads-down work with nearby team workrooms for collaboration and product reviews

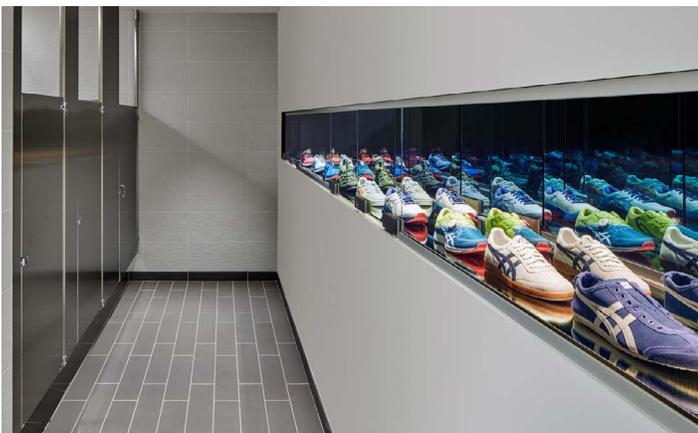
Services Provided

Full service interior architecture and design; Experiential graphic design; Lighting design

“This space creates an environment that not only pays homage to our founding principle, Sound Mind in a Sound Body, but enables creativity and collaboration for our teams to drive this brand forward.”

GENE McCARTHY, PRESIDENT & CEO





ASICS—an acronym of the Latin phrase, *anima sana in corpore sano*, meaning a sound mind in a sound body—is a globally recognized sports product developer founded on promoting happy and healthy lifestyles. With a brand centered on its Japanese heritage, the IA design team took inspiration from Zen gardens, organic movement, and natural materials for ASICS' Creation Studio relocation from California. The space brings together footwear, apparel, marketing, digital, and commerce teams and has become a recruiting tool for Boston's top, creative talent.

Traversing through the plan, undulating white louvers and wood veneer panels applied to vertical surfaces guide organic movement around each corner, reminiscent of a Zen rock and sand garden. Neutral colors and natural materials also contribute to the simple, calming environment. The open workspace features pinwheel workstations for heads-down work, reconfigurable for future growth. For collaboration and product reviews, workrooms are designed for each team through unique branding, displays, and storage solutions. Offices, smaller meeting spaces, and a wellness room offer privacy and respite. The reception and cafe feature a branded green wall, AV displays, and a Japanese whisky bar. Nearby, two showrooms divided by an operable partition provide product presentation and training space. Lit displays feature product throughout the space, including mirrored infinity shadow boxes in the restrooms.