

RECKITT BENCKISER

Parsippany, NJ

Size

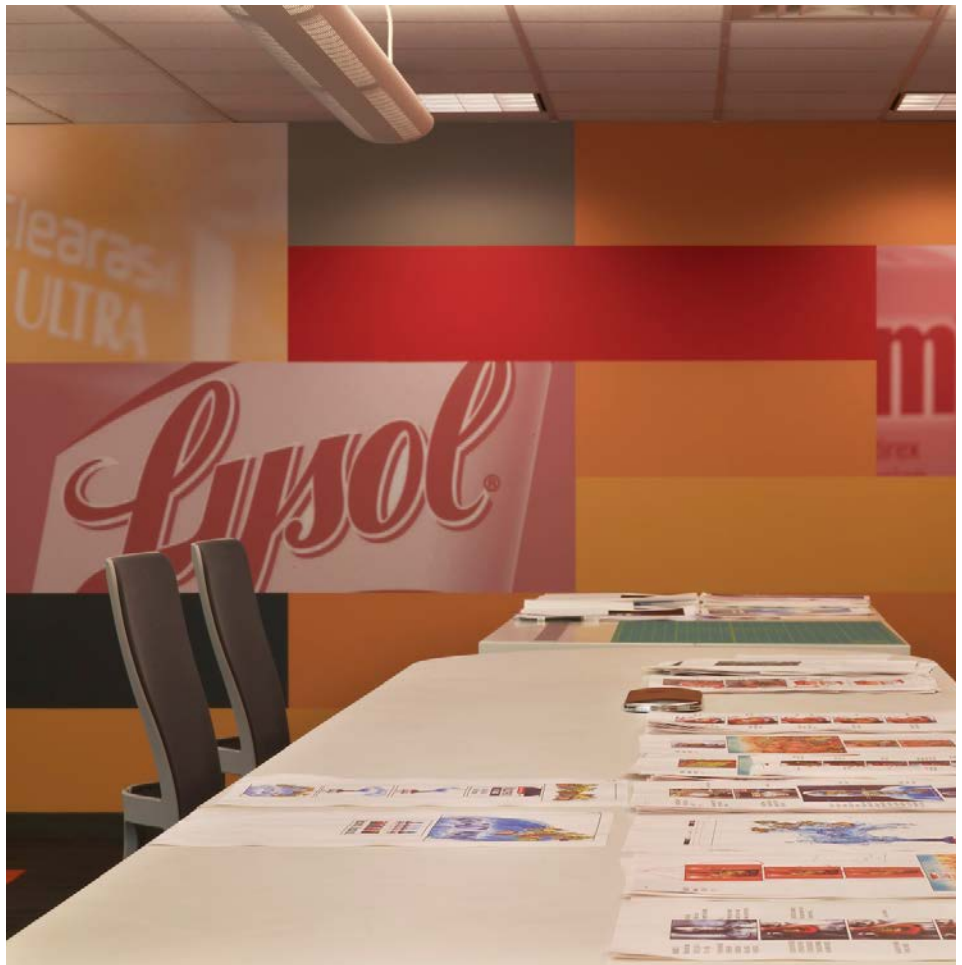
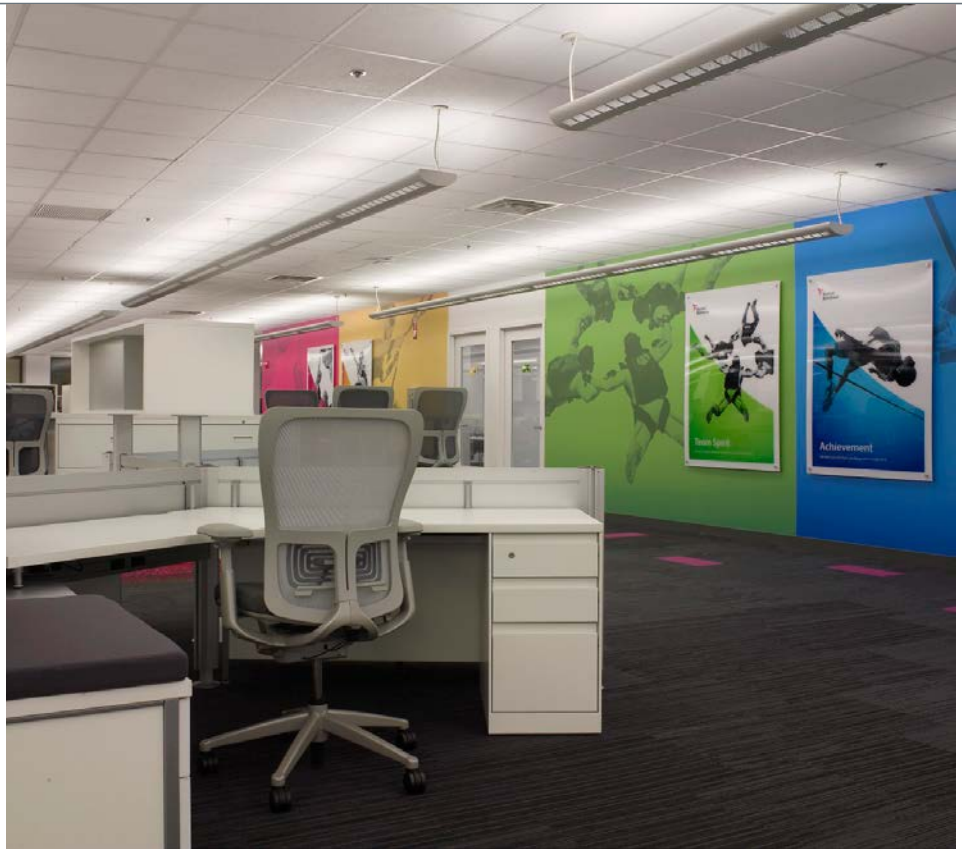
140,000 square feet

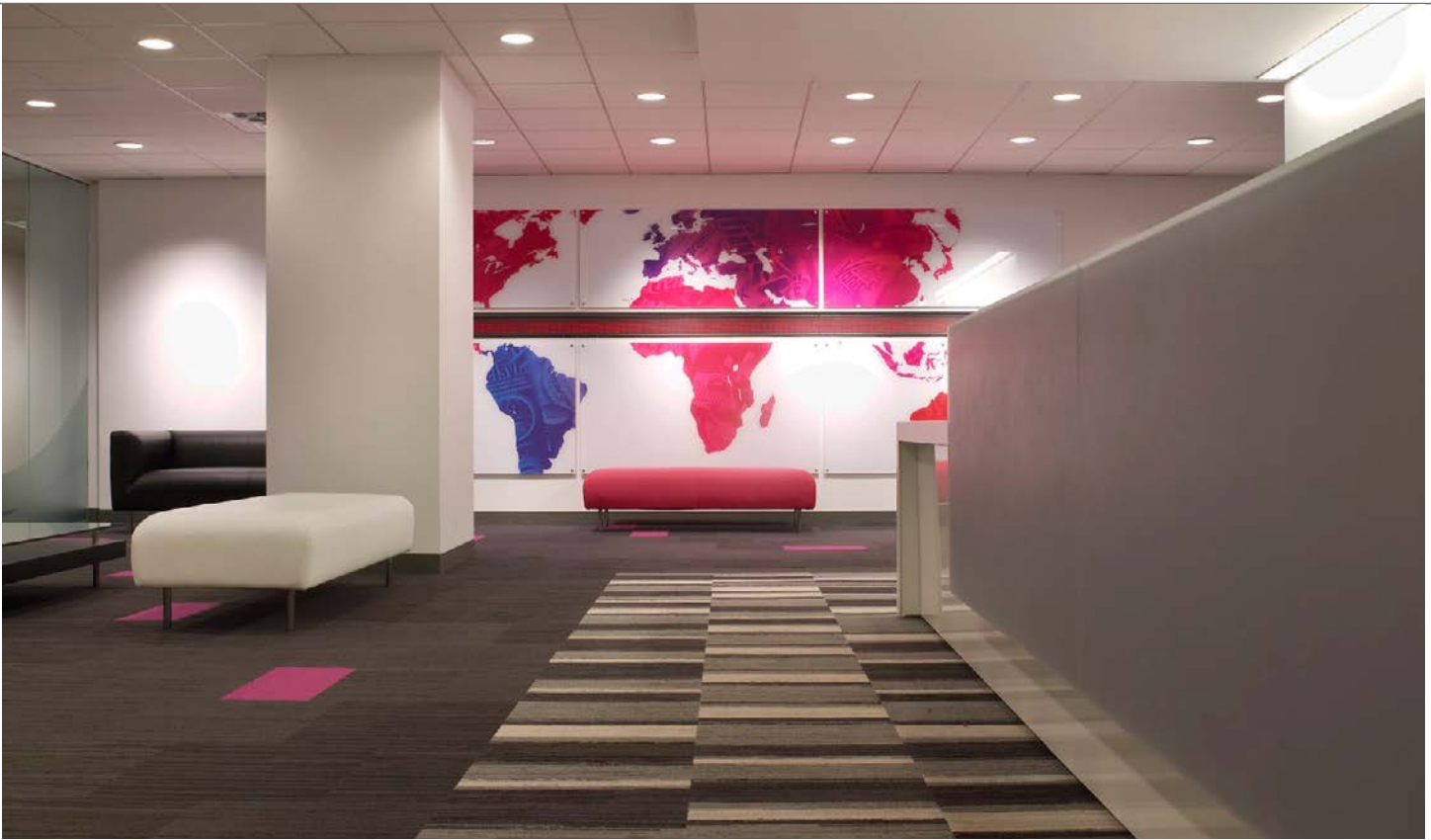
Project Highlights

Design the space to be reflective of the company's culture and collaboration; Open plan concept with interior conferencing and collaboration areas; 120-Degree typical workstations / collaborations areas / small and medium conference rooms throughout

Services Provided

Workplace strategies; Master planning; Full service interior design and architecture





Reckitt Benckiser (RB) is a UK-based global company in household, health and personal care, delivering solutions to consumers. Reckitt Benckiser's corporate and brand identity is contemporary and bold, and reflects RB's spirit and what RB is all about as a business: 'The Power behind the Powerbrands'.

IA was selected to provide full architectural and design services to Reckitt Benckiser for the renovation of their US headquarters facility in Parsippany, NJ as part of the rebranding effort. The project consisted of a 140,000 square-foot, five-phased renovation of offices and workstations, the reception and conference floor, including video conference rooms, a training facility, support areas, pantries and café. Additionally, IA provided furniture procurement services, and assisted with the development of the graphics and signage program.

The main goal of the project was to update the space to be more reflective of the company's culture and allow for better collaboration. The modern contemporary space IA designed is dominated by white finishes and furniture paired with Reckitt Benckiser's vibrant company colors to create contrast and give the space light and brightness.

In order to create a space more conducive for teaming, IA eliminated all perimeter offices and created an open floor plan with huddle and bubble rooms that can be used for private conversations or as collaboration areas for small groups. The relocation of space allowed for open teaming areas to be placed within the workstation clusters for quick informal meetings and for chance interaction, a large part of Reckitt Benckiser's culture. High paneled individual workstations were purposely designed at 120 degrees to give the right proportion of worksurface area, storage and privacy.

Because the space remained occupied during the renovation and Reckitt Benckiser wanted as little disturbance as possible, adherence to the project schedule was extremely important and challenging. In order to accommodate the 6-week construction schedule (per phase), IA specified products with shorter lead times and those requiring simple methods of construction.