

JAMBA JUICE

Frisco, TX

Headquarters

"Whirl'd Support Center" Relocation

Size

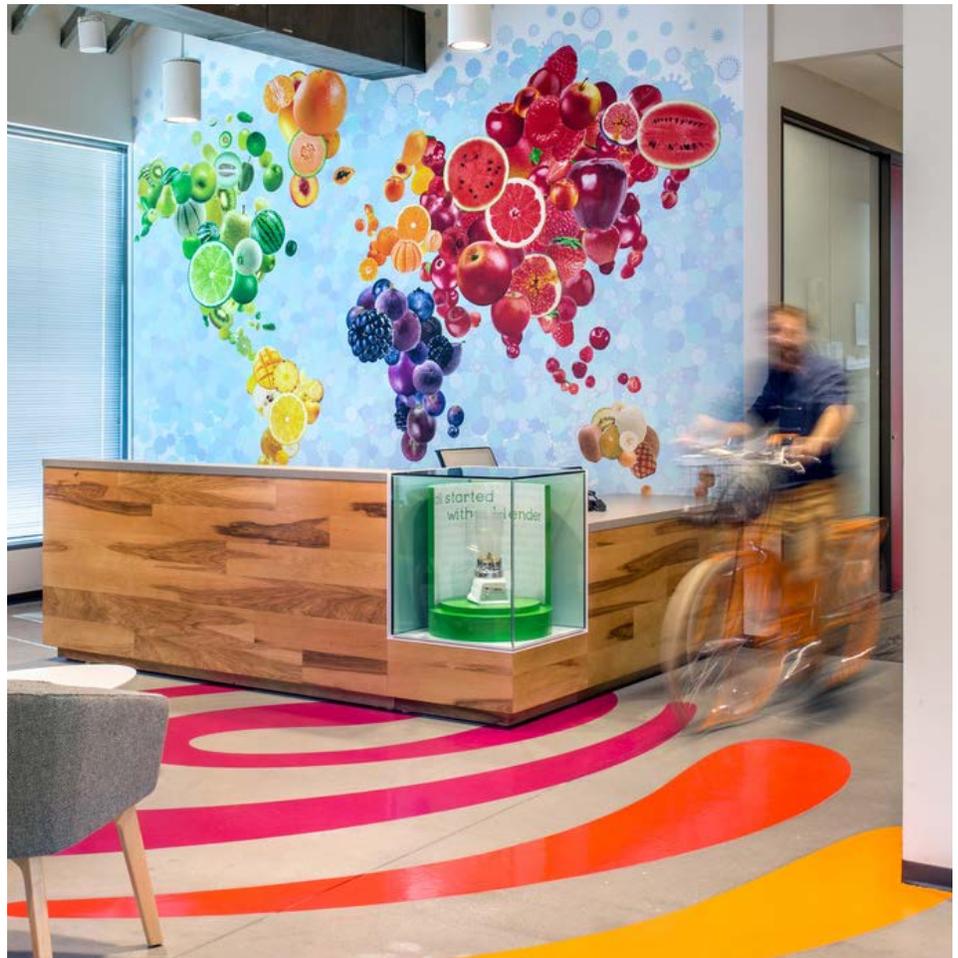
25,000 square feet

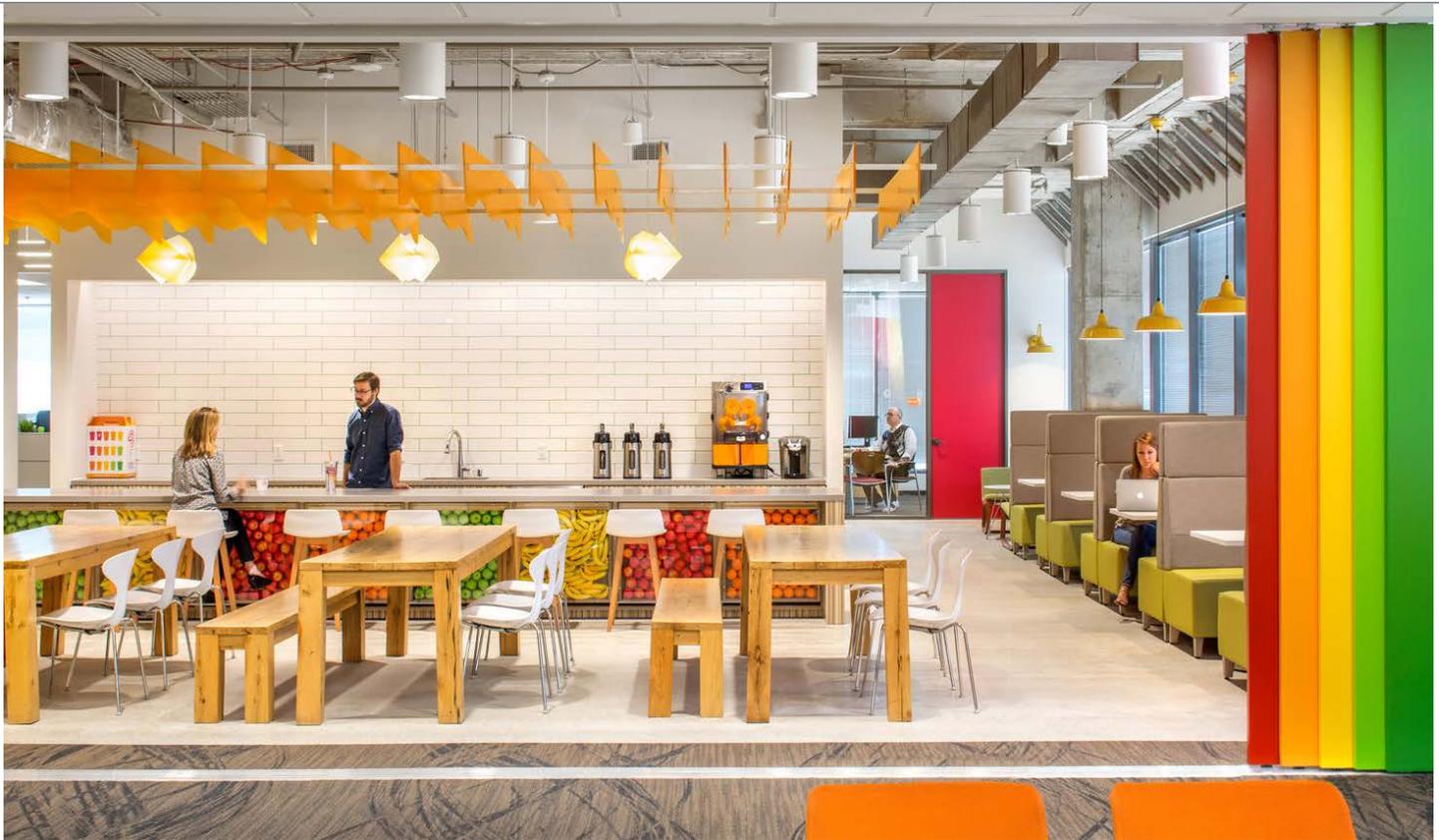
Project Highlights

Headquarters "Whirl'd Support Center" relocation from California; Brand and culture showcased through colors, graphics, curved architectural elements, and materials to create sensory experiences reminiscent to retail stores; Sensory station and test kitchen for focus groups and R&D taste-testing; Public storefront incorporated into first floor design; Open desking with private offices; Conferencing, boardrooms, training center, and "Liberry" available for staff meetings; Break room, collaboration zones, white boards, and focus rooms offer multiple work-style settings

Services Provided

Full service interior architecture and design; Experiential graphic design; Furniture specifications





With the move from California to Frisco, Texas, and a new IA-designed multi-floor headquarters dubbed the “Whirl’d Support Center,” Jamba Juice celebrates over 25 years of successful blending and juicing. Every aspect of the new headquarters is purposefully designed to showcase the brand and strengthen the employee culture—the prime project drivers identified through IA-led visioning sessions. In addition, relocating to health-conscious North Texas, with its Dallas-area pool of restaurant talent, is invigorating the brand and lowering operating costs as well as the cost of living for employees.

IA’s experiential graphics and design teams drew upon the Jamba rainbow of brand colors and the Jamba “whirl” logo to create visual and architectural details for a headquarters sensory experience reminiscent to the hundreds of Jamba franchises nationwide. Named after signature smoothies and designed by flavor—Strawberries Wild, Apples N’ Greens, and Mango-A-Go-Go—conference rooms display oversized floor-to-ceiling graphics of namesake ingredients.

In the break room, the aroma of fresh oranges, diffused from an orange juicer at the grab-and-go station, heightens the sensory experience typical of the hundreds of informal and fun Jamba franchises. Farmhouse tables contribute to a sense of community, along with the video display wall that offers the latest Twitter feed and Instagram posts in real time.

Beyond the first floor reception area and adjacent public storefront, Jamba hosts focus groups and taste-tests at the sensory station, as master blenders create new offerings in the innovation lab test kitchen. A glass case built into the reception desk houses the original blender from the first Jamba store in homage to the company’s long history. With inviting aromas wafting from the lab and break room, upbeat music adds to the full sensory experience.

Past the seventh floor reception area, a variety of spaces provide options and flexibility for the different work and collaboration types of Jamba’s 100 member staff—finance, legal, HR, operations, store design, accounting, marketing, supply chain, IT, and R&D groups—including open sit-stand desking, private glass-fronted offices, a training center, boardroom, AV-integrated conference rooms, and a “Liberry” with informal seating and white boards for brainstorming.

If I visited the office today, what would I take away?
"You'd say, 'This feels like Jamba.' You'd walk away feeling it was consistent with the brand in terms of colors, textures, and feel...You'd feel like there are so many places for me to work with different people."

WORK DESIGN MAGAZINE INTERVIEW WITH DAVE PACE | CEO