

BACARDI USA

Coral Gables, FL
Headquarters
Restack

Size

50,000 square feet

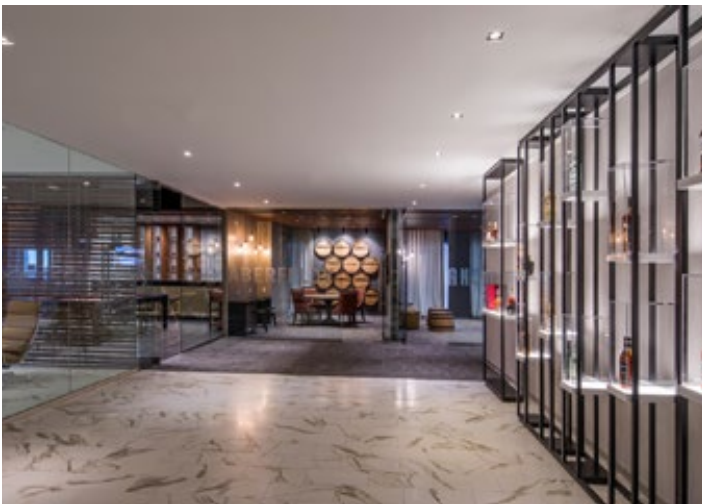
Project Highlights

Overall space is branded as Bacardi, while conference and meeting areas are branded with specific portfolio brands; Transition to open floorplan with a variety of private and collaboration space; Amenity spaces include an outdoor terrace and employee lounge/bar; Incorporation of historic memorabilia and artwork

Services Provided

Full service interior architecture and design; LEED/Sustainability services; Lighting design





Founded in 1862, Bacardi is the largest privately-held, family-owned spirits company in the world. To restack its North American headquarters, originally designed more than 10 years ago, IA was guided by Bacardi's rich Caribbean heritage, diversity of brands under its umbrella, and the need for a more efficient, collaborative, and inspiring environment.

The layout was transformed from enclosed offices and large workstations to a more open and active environment. A variety of meeting, private, and large conference spaces accommodate different individual and group workstyles, maximizing efficiency without sacrificing the many unique needs of employees. The new workplace also includes a number of bars and other opportunities for spontaneous idea sharing, community, and relaxation, including an outdoor terrace.

IA's team immersed itself in Bacardi's history and pioneering culture. Much of the company's memorabilia and artwork were stored and inaccessible for years, but with a need to celebrate the brand's entire portfolio, the design team incorporated them into the design. With this authentic space, the brand's legendary culture is encapsulated: warm, lively, dedicated, and passionate.