

DYSON

Aurora, IL

Size

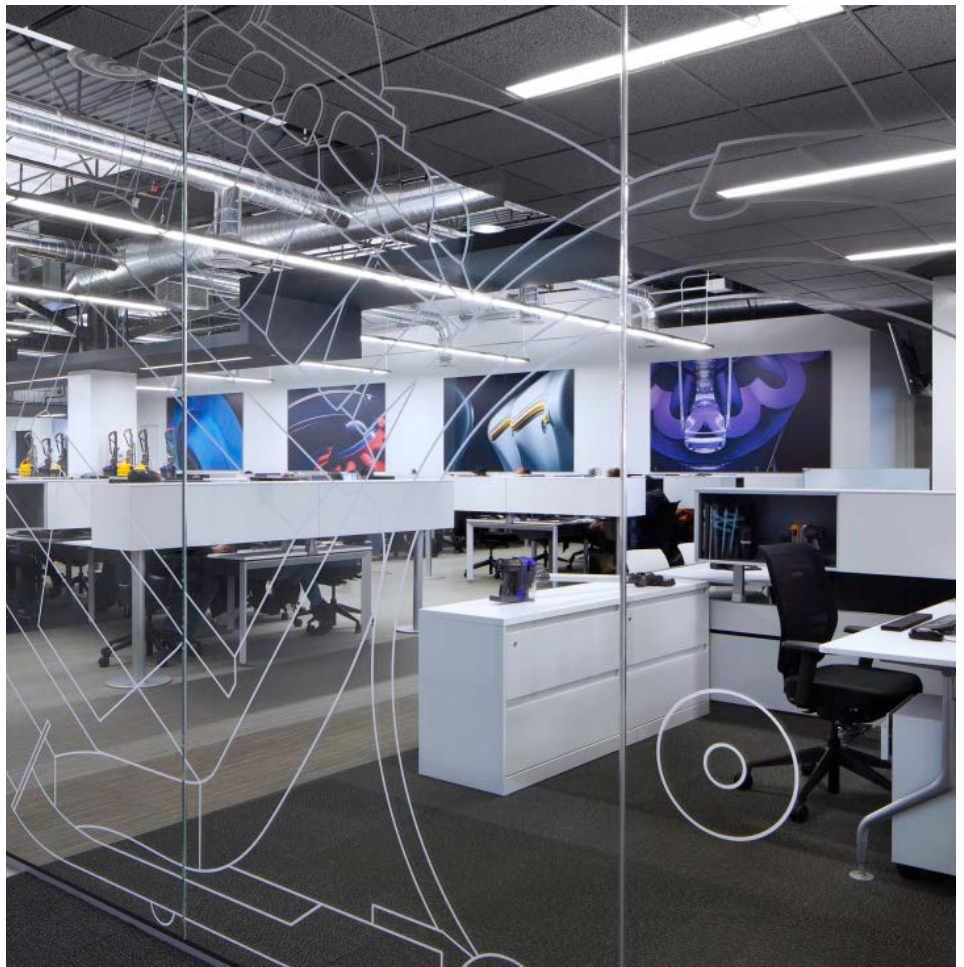
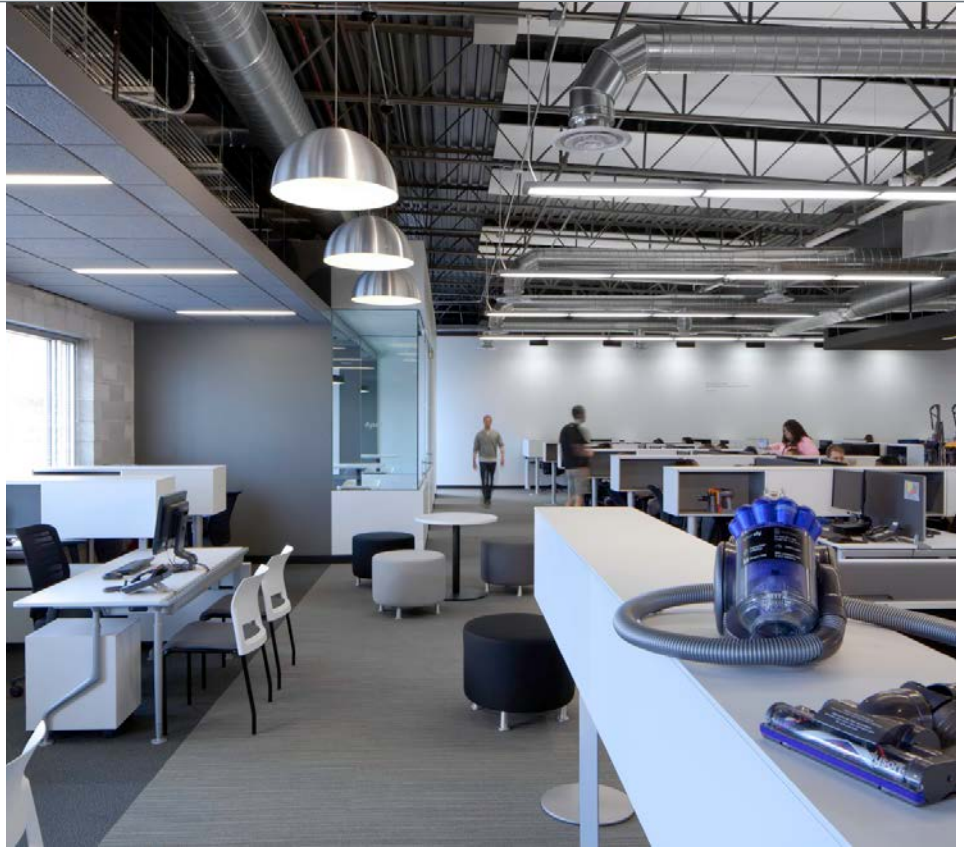
14,000 square feet

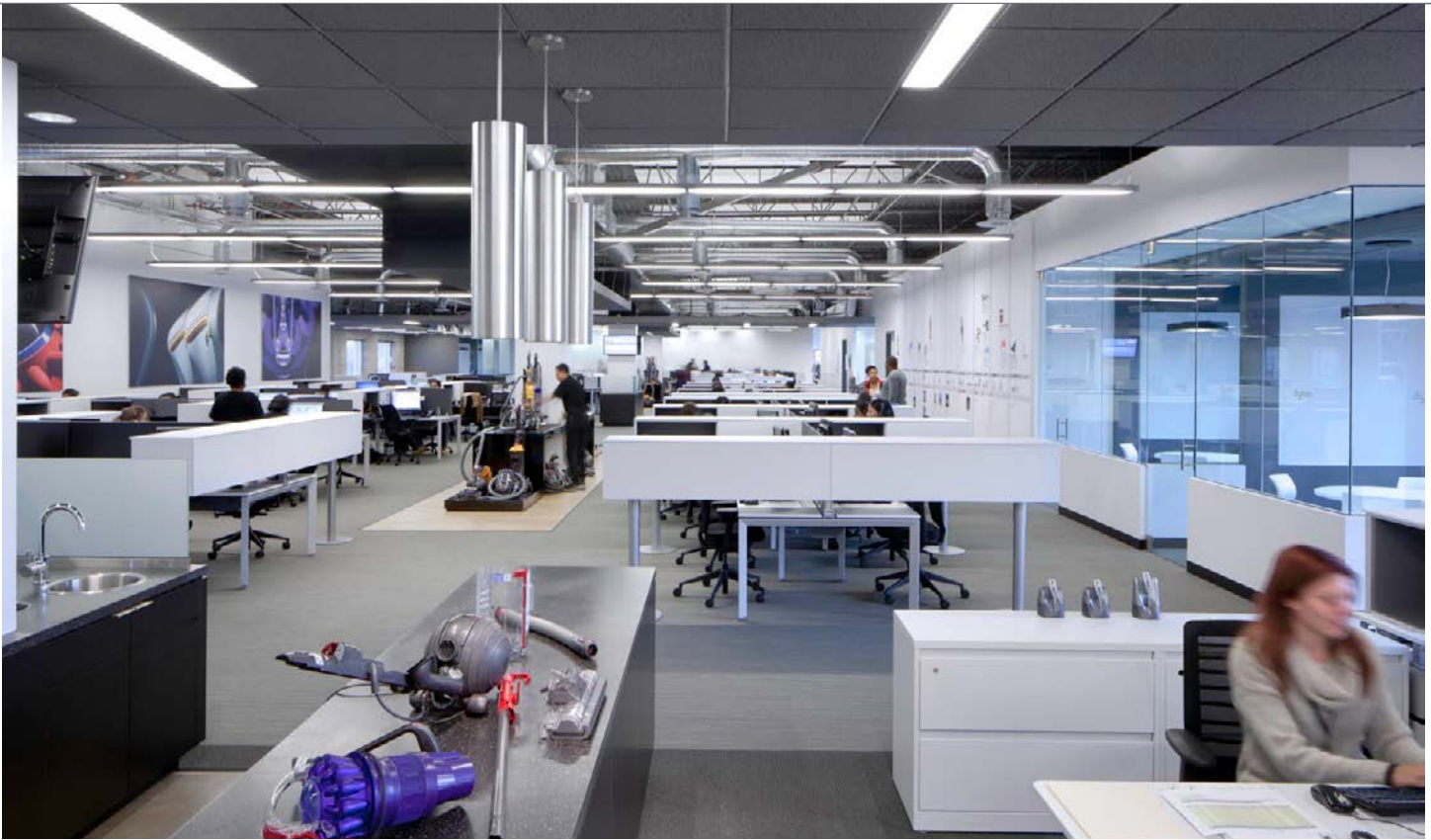
Project Highlights

Call center renovation; Collaborative, team-based work environment; Acoustical ceiling panels combat issues associated with low workstations and open ceilings; "Build bars" allow agents to disassemble and handle product while talking to customers through the process; Video chat spaces allow for live product demonstrations; Brand and product focus with super graphics showcasing; Dyson's innovative design philosophy and company timeline; Multipurpose training rooms used for dining; Open, accessible managerial workspaces

Services Provided

Full interior design and architecture;
Environmental graphic design





Collaborating with Dyson, IA developed a contemporary, modern space that distinguishes itself from a traditional call center. IA established the perfect balance between open office and collaboration space, building in easy access to expansion space and developed a design that fosters direct communication among the staff. Integrating the brand throughout the workspace was critical to creating the right energy for the call center operators. On a modest budget, IA was able to successfully design a space that exemplifies a fun, loft-like environment supporting the Dyson brand and culture, while functioning as a true call center.