

STATOIL

North America Headquarters Houston, TX

Size

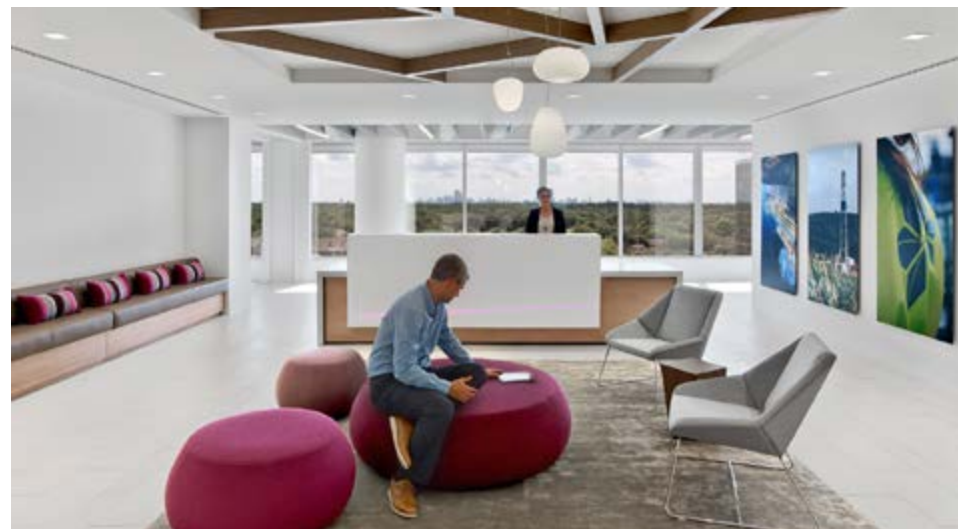
246,000 square feet

Project Highlights

Strategic relocation and consolidation; Design concept rooted in Statoil's four core values: courageous, open, hands-on, and caring; Conference center with multi-purpose rooms, training rooms and auditorium; Integrated approach to workplace strategy, design and change management; Social zones and quiet spaces distributed across office zones; 1,600 employees transitioned from a moderately open to a progressively open workplace; 98:2 open-to-close ratio

Services Provided

Workplace design strategies; Full interior design and architecture; Standards implementation; Sustainable design and consulting; Change management; Environmental graphic design; Artwork consultation





Statoil, an international energy company focused on oil and gas production on the Norwegian continental shelf, engaged IA to relocate its North America headquarters in Houston, TX to one 435,000 square-foot, area-efficient, contemporary workplace that accommodates 1,600 employees.

The headquarters design epitomizes Statoil's brand. All design objectives and solutions are rooted by Statoil's core values—courageous, open, hands-on, and caring—creating an environment that contributes to and inspires pride within the organization.

The building's dramatic reception functions as the employees' and guests' first encounter with Statoil. Offset by a striking logo wall, a large reception desk accommodates the receptionist and multiple security personnel. Check-in stations, sitting areas, computer tables and a 15-foot LED display screen in the lobby create an interactive experience for visitors.

With space-efficiency as a key driver, Statoil's goal was to achieve a 62 square-foot per workspace target and a 98:2 open-to-closed seating ratio. The workplace strategies and design team collaborated to develop flexible office solutions that support the company's needs for cooperation, learning and transfer of knowledge with open, team-based solutions that also allow for future modification. Local, social zones—

accommodating a capacity corresponding to approximately one third of the total number of workstations—support informal and social meetings while also functioning as areas for individual relaxation and simple dining and refueling. Meeting rooms are distributed between local meeting rooms on each floor and a centralized conference center with independent access from the office zones. The conference center covers the need for large meeting rooms, inclusive of multipurpose and training rooms, of varying sizes accommodating 10-50 people

The workplace headquarters' environmental graphics and art program celebrate Statoil's core values and Norwegian roots. References to nature—including constellations, darkness and light, organic textures, and sky light and color—and incorporation and layering of materials create texture and pattern to evoke organic imagery and reinforce the Statoil brand. Statoil brand photography, featured as super graphics within light boxes and framed galleries, showcases the legacy of Statoil as an energy pioneer and growing company with a history of global events and innovations. The IA team also developed exterior branding for the building and site.

Statoil's North America headquarters was completed in 2016 with the implementation of a comprehensive change management program.