

VIRGIN VOYAGES

New Headquarters Plantation, FL

Size

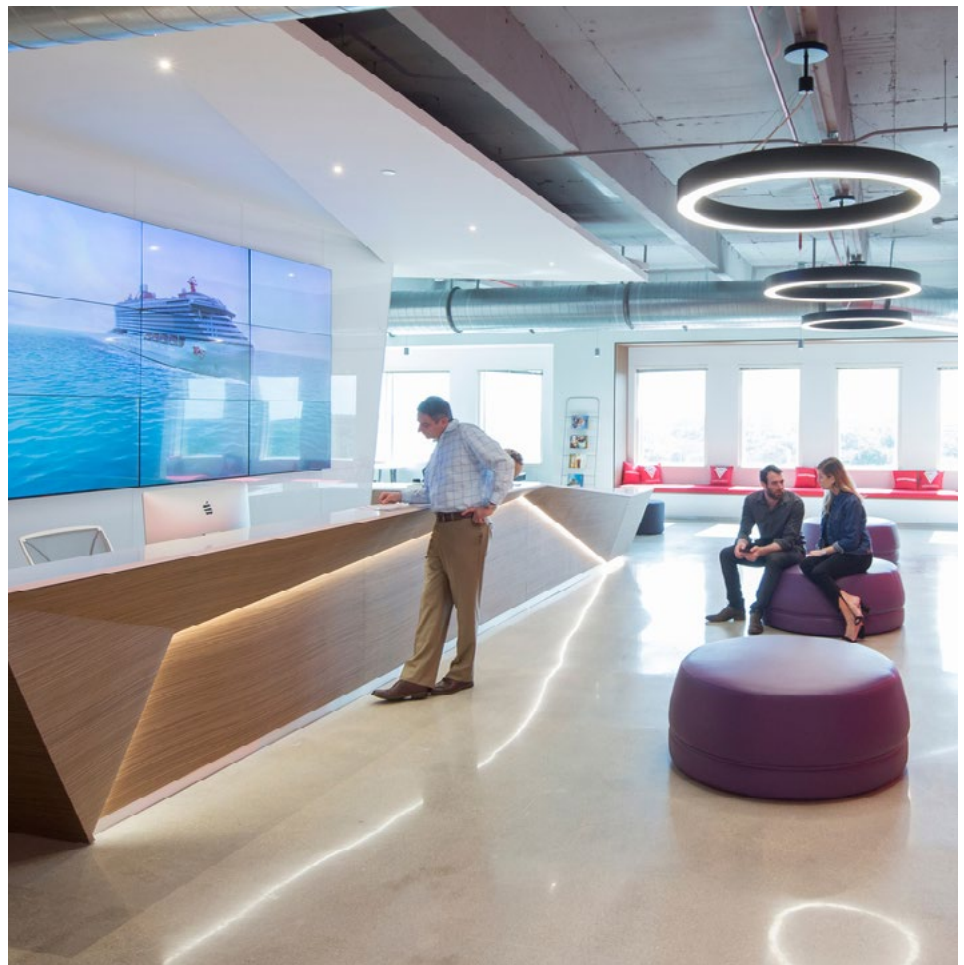
35,500 square feet (Phase 1)

Project Highlights

100% benching workstations;
Team zones with open collaboration
areas and heads-down spaces;
Boardroom with moveable glass
partitions that open into the reception;
Technology integrated and easily
accessible in all meeting spaces;
Architectural and branding elements
inspired by the experiences of an exciting
and unexpected “voyage”

Services Provided

Full service interior design
and architecture





As a new member of the iconic Virgin brands, Virgin Voyages is on a mission to "epically" change sea travel. Collaborating with their team of creative thinkers, IA was engaged to design a distinctly branded and flexible headquarters. The challenge was not only to translate an iconic brand into the physical space, but also support a new business venture with ambitious growth and recruitment goals.

Heavily influenced by Virgin Voyages' belief that cruising should feel like a transformative experience, the headquarters itself is reminiscent of life on-board a ship. Beginning with the changing lights in the elevator bank, visitors and employees, or "crew members," are immersed in a meaningful journey. Designed to feel like a voyage, each space evokes a different emotion and experience. Nautical-themed graphics, materials, and forms create a lively atmosphere that is balanced by more private areas for visual and acoustical privacy.

The open floorplan allows conversations to happen organically, making people feel much more connected to their teams. Separated by departments, each sun-filled and energetic work area supports a variety of personal and group workstyles with room for future expansion, as the brand continues its rapid growth to an anticipated 400 employees by 2020.