

McDONALD'S

Chicago, IL Headquarters Relocation

Size

480,000 million square feet

Project Highlights

Relocation from suburban to downtown Chicago; Increased efficiency by creating a variety of collaboration zones; Address-free seating; Customizable learning center where future franchise owners can run restaurant simulations; Curated a wide selection of work settings integrated via robust technology, allowing for mobility and user choice; Implemented designs for culinary lab, sound studios, UX labs, technology labs, AV, and kitchen; Gensler served as architect of record; interiors were designed by IA Interior Architects and Studio O+A; Workplace strategy by IA Interior Architects

Services Provided

Strategy; Full service interior architecture and design; Wayfinding and signage; Lighting design; Building site selection; Custom furniture design





With its rich heritage and global brand recognition, McDonald's continues to evolve and look forward. As part of this evolution, the organization chose to relocate its headquarters from suburban to downtown Chicago in order to create a more centralized, consolidated workplace that better aligns with its progressive and innovative culture. IA served an important role in the multi-phase relocation effort, having collaborated closely with McDonald's leadership since 2012, consulting on the original master plan of the former campus. Teaming with a number of partners, IA also provided support with the initial real-estate hunt, advised on architectural modifications to the nine-story building, designed the interiors, and orchestrated the lighting design.

The new headquarters unites all Chicago employees and helps spark moments of interpersonal interaction—something the former campus had been less conducive to. A wide selection of settings in both quiet and active zones, all seamlessly tech-integrated, allows groups and individuals to choose the type of environment that best suits their needs. IA worked closely with the base building firm to expand a five-story atrium into a more prominent stair feature. This serves as the dynamic connective tissue between each floor and is balanced by spaces that provide opportunity for rejuvenation, supporting the physical and cognitive needs of each individual.