

número 19
— 2021

Work & Contract



España 24,20€

Pilar Rodríguez Esteban, NH Hotel Group
Trabajar en los espacios públicos
La huella olfativa como recurso de *branding*
Pavimentos, revestimientos y fonoabsorbencia

CULTURA Y TENDENCIAS DEL ESPACIO DE TRABAJO



distritooficina

número 19 — 2021



NATURE NEEDS HEROES

WE PULLED ON OUR BOOTS TO DO SOME GOOD IN CHICAGO

NATURE NEEDS HEROES

Timberland has called upon IA Interior Architects to renovate its Stratham, New Hampshire headquarters. The studio has proposed an experience based on unique spaces that immerse employees, business partners, suppliers, and customers in the essence of the brand.

TEXT BY SERENA DOS AGUAS
PHOTOGRAPHY BY ROBERT BENSON



Iconic outdoor lifestyle brand Timberland reinvigorated its global headquarters in Stratham, New Hampshire, with a 20,000 square foot renovation. While the overall footprint didn't change, the workplace is now a collaborative, energetic, and progressive environment that exemplifies the culture of Timberland.

This objective guided IA Interior Architects' efforts when remodeling the reception and teamwork spaces of the new headquarters. The environment's transformation aligns with Timberland's purpose and creative vision, which guides everything the brand does.

Timberland's brand philosophy centers around dual passions for nature and fashion. This stance is reinforced by the large 3D wall display in the lobby vestibule that explicitly states "Nature Needs Heroes."

Bringing the outside in was a main focus for the space, reinforcing Timberland's belief that a greener future is a better future and their commitment to create better products, stronger communities, and a greener world. To achieve this, the architectural language used

The guiding principle was to bring the outside in





throughout the space takes cues from Timberland’s new retail design and uses reflective materials, organic forms, and textured layers to bring nature indoors.

The overarching concept informed the layout of the space with a winding “trail” that leads through the office, passing groves of activity along the way.

The organic journey throughout the space showcases a massive “living wall,” displaying a timeline of the brand’s heritage and a digital wall featuring real people and real heroes who are changing the world. Oversized community tables sit nestled in a grove of living trees. This area communicates

Timberland’s eco-leadership through their use of recycled and organic materials. It explains the company’s commitment to plant 50 million trees by 2025, and manifestations of future-forward thinking relative to product and designs.

Employees and visitors enter into a bright and airy space with tall ceilings, a reception desk with encased greenery, and an illuminated, greenery feature wall that showcases an abstract Timberland logo. Organic elements, textures and colors, coupled with floods of natural light, inspire all who enter the space to live the Timberland purpose: *we inspire and equip the world*

The new design reflects Timberland’s passion for nature and vision for the future. It provides a creative, collaborative, energetic space filled with light, nature-inspired design and living elements -- truly bringing the brand’s values to life. All chairs and armchairs used in this renovation project are by Herman Miller.



Timberland’s passion for nature and energy of fashion intersect in this project



to step outside, work together and make it better. Pops of Timberland's iconic orange with natural wood tones and modern furniture are found throughout the space, creating a cohesive design

from area to area. Varied amenity spaces like a retail store, coffee bar, fitness center and café are situated amidst workspace and seating areas, creating a community connection and encouraging chance meetings.

With flexible touch-down work areas and enclosed meeting rooms, employees are able to venture outside of their typical workspace, promoting the culture of collaboration and creativity.

A winding trail unifies the design of the space



↑ The floors have largely been covered in either polished concrete or a lightwood parquet. The custom lighting leads into the offices, adapting to each space. The lighting was supplied by the firm Illuminate. Nature is present throughout, the space, starting with the reception area.



"Brand values drive the space"

SARAH BROPHY, DESIGN DIRECTOR
IA INTERIOR ARCHITECTS, BOSTON

What were some of the priorities mentioned at the onset of the project?

The central plaza was intended to be a service center to bring the community together and reinforce the brand. It's a space where you can explore and learn about the brand's

past and future while also serving as a retail location.

Does nature serve a practical purpose in the workplace?

A visual or physical connection to nature has been shown to improve productivity, morale, and mental health within the workplace.

Can the design language of the interior create a narrative that aligns with the brand?

The design of the space is connected to the promise of the Timberland brand: *to inspire and equip the world to step outside, work together and make it better.* The corporate identity has to be more than just graphics on the wall: it has to drive the entire fit and finish of the space while connecting with customers.



PROJECT INFO

Timberland HQ

Stratham, New Hampshire.
(www.timberland.com)

Project: IA Interior Architects.
(www.interiorarchitects.com)

Design Director: Sarah Brophy.

Furniture: Cop, Herman Miller.

Landscaping: Cityscapes.

Branding: Green Room.

Flooring: Pioneer Millworks.

Lighting: Illuminate.