

SUMMER 2018

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In this issue

## Biophilic Design in Hospitality

BILL BROWNING

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DESIGN SPACE



## DESIGN SHOWCASE

# Natural energy

Pride Studio brings a slice of paradise to **Shangri-La's** call centre

By Jamie O'Brien

**Call centres are sometimes thought of as windowless, uninspiring, grey work environments, but as Shangri-La Hotels has shown, it really doesn't have to be this way.**

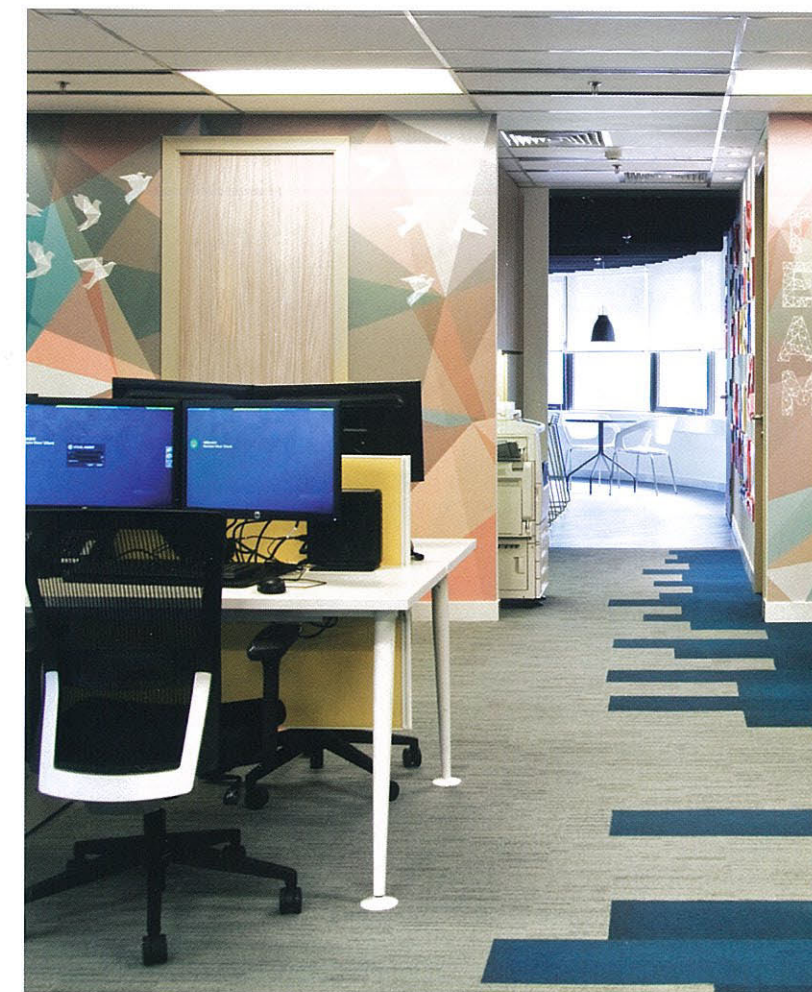
The hotel chain's new call centre, based at UBN Tower in Kuala Lumpur, Malaysia, handles bookings for its hotels and resorts, operating 24 hours a day. The design brief was to challenge the idea of what a call centre is by creating a space that inspires teamwork, energy, and productivity, but also builds on team spirit and has space for some fun.

Local interior design firm Pride Studio took on the brief, led by Director Patrick Chin. They created an open office concept with different hot-desking

areas to allow employees to choose where and how they work, breakout space, panoramic windows and a strong graphical theme using quotes, images and feature walls.

The building is surrounded by green space and has excellent light, so Patrick and the team decided to extend this natural vibrancy into the space, "We thought it would be beneficial to have more natural green elements inside. Interface's carpets provided rich, natural tones and textures that did just that."

Different moods were created for each hot-desking space with interlocking areas of blue, grey, green or yellow Skinny Planks™ from the Net Effect™ and Walk the Plank™ collections. These >



#### Product

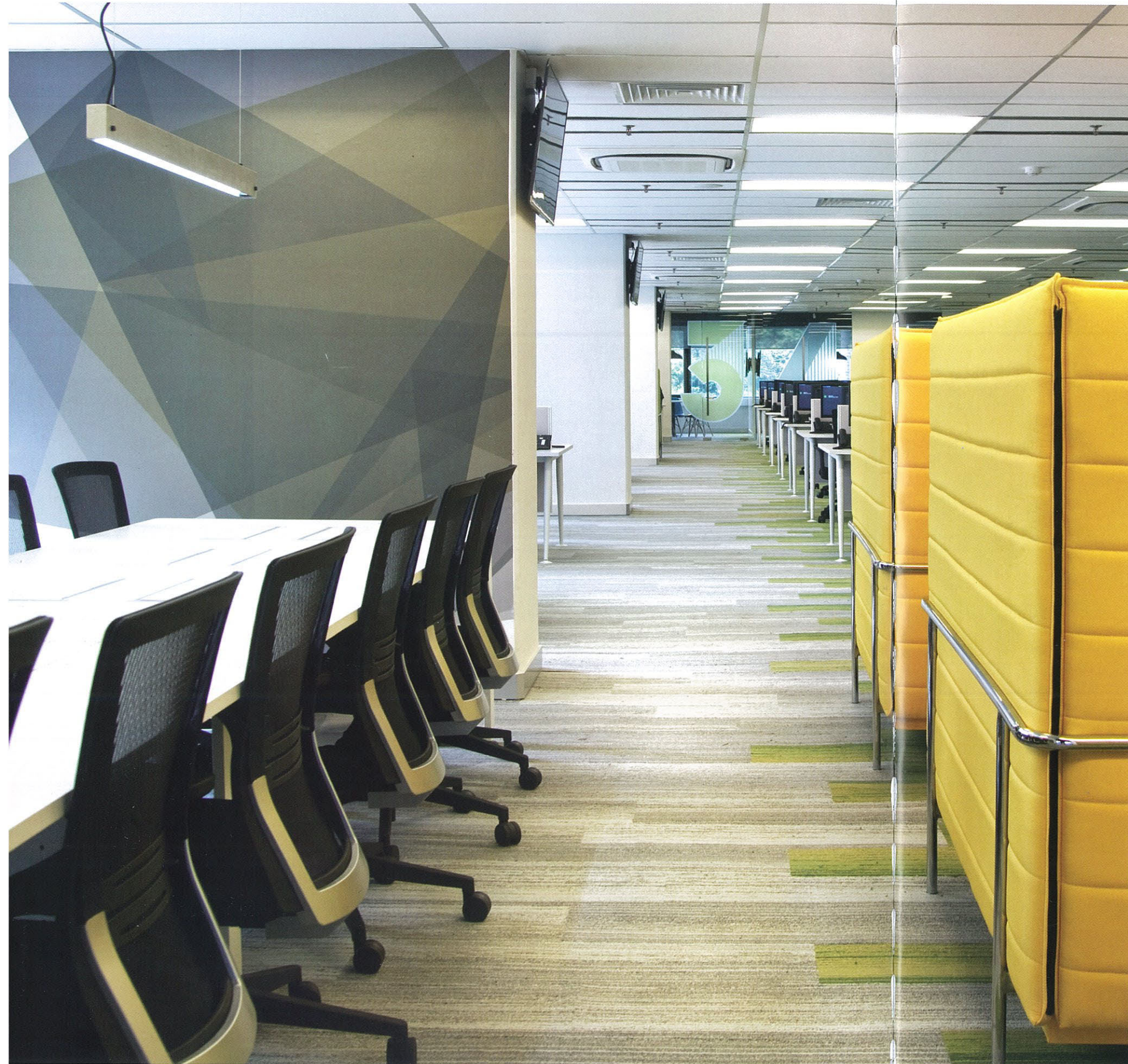
Human Nature™ Collection  
Silver Linings™  
Walk The Plank™  
Net Effect™ Collection

#### Design

Pride Studio

#### Installation

Prominent Ego



< colours complement the wall art and motivational quotes that feature in each zone.

Although the sustainable attributes of Interface's products were an important consideration for the project, Patrick strongly believes such nature-inspired interior design also has the power to connect employees with nature. He feels that this will give them a deeper understanding of sustainability.

The workspace is a vibrant example to all call centre operators: functional, airy, inspiring and connected with the outside world.

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Patrick Chin  
Interior Design Director,  
Pride Studio