

EFFECTIVE COMMUNICATION OFFICES in Barcelona

Location: Badajoz, 145, 08018 Barcelona

ARCHITECTS/DESIGNERS:

EL EQUIPO CREATIVO _ Oliver Franz Schmidt + Natali Canas del Pozo + Lucas Echeveste Lacy

Who has never dreamt of working at the beach?



The design of new headquarters for Effective Communication in Barcelona converts their workspace into a beach, bringing a fresh and fun atmosphere that invites the team to maintain a positive attitude, as part of their corporate philosophy.

CLIENT'S BRIEF

The Swedish company Effective Communication approaches EL EQUIPO CREATIVO with a clear wish: to offer their young Swedish team a new fun and fresh workspace in Barcelona; a place where they can both “work hard” and “party hard”, and which allows them to celebrate their “after-work” events and “Friday barbecues”, important activities of their corporate strategy.





From the workspace to the "Beach".

En definitiva, su objetivo, es conseguir que el espacio ayude a aligerar las duras horas de trabajo de un call-center, a través de espacios para descansar, relacionarse, y jugar. Y además generar una cultura de empresa alegre y divertida, que ayude a fidelizar a sus colaboradores, generando relaciones personales más allá del trabajo, y creando una pequeña familia sueca en Barcelona.

CONCEPT

From the beginning, EL EQUIPO CREATIVO understood that the design needed to speak about the city of Barcelona, since it was the main element of attraction for the Swedish staff moving to the company's new headquarters. And more specifically a spontaneous and fresh Barcelona, full of colour and joy, which is the image that the city exports to northern Europe.

The offices are in the Poble Nou neighbourhood, an old industrial and workshop area next to the coast, today converted into the 22@ District, the new technological and artistic centre of the city: the new "place to be" for any young company. Its proximity to the sea, and the idea of creating a playful workplace for young Swedes in Barcelona, made the designers think of creating an office inspired by the beach. **Who has never dreamt of working at the beach?**



The Terrace , socializing space.

DESIGN

The main space of the headquarters is the large call-centre room, which requires very careful acoustics due to the type of work carried out there. EL EQUIPO CREATIVO used sound-insulation elements as one of the leading design strategies. The result is a lively acoustic ceiling simulating beach towels with an explosion of bright colours and sailor stripes.

The textured carpet flooring performs as the organic counterpoint to the ceiling. In different shades and grades of blue, the carpet simulates the seawater sweeping up on the beach.



The large call-centre room.



The main space: the Call-Center. The kitchen-dinning room is visible at the back.

The result is a dynamic space that generates an energetic and positive attitude among the staff, part of the company's corporate philosophy.

The **kitchen** represents the alter-ego of the workspace. Strategically located next to the facade and directly connected to the terrace--- the other principal protagonist of the offices--- the kitchen is the place to socialize par excellence.

The design in both spaces reflects the most playful and sporty beach aesthetic, offering different seating and socializing arrangements: intimate corners, more group-friendly surfboard tables, table games, pool and even a kiosk-bar for "after-work" parties every Friday.



Office - Kitchen visual relation



Kitchen



The dining room have an aesthetic that remains staying at the beach.

The kitchen opens onto the **terrace** through large sliders, connecting both spaces on sunny days. To emphasize that “outdoor feeling”, the kitchen's ceiling acoustic panels, in white organic shapes, simulate clouds under a blue sky.



A kiosk on the terrace.



Bathroom Areas. Different spaces for coordination and staff.



Main Access.



Direction and Coordination Access

Together with the meeting rooms and **staff' bathrooms**, the **primary access** maintains the graphic strategy of beach inspiration, fresh and colourful.

Metallic curtains with striped patterns, along with diagonally placed flooring and luminaires, help to create a casual and playful atmosphere intended to inspire a positive attitude. The bathrooms contain an extra surprise with the use of graphics of vintage sailor characters.

CONCLUSION

One of the principal objectives of EL EQUIPO CREATIVO is to make the person who inhabits or visits its designs feel positively inspired by them.

Through a design centred on the user experience, the company's staff becomes the protagonist of the space itself, it's activating element. The design strategy seeks to generate a rewarding work experience, active, optimistic, and, why not, fun! With this aim, the design introduces "play" as the counterpoint to the idea of "work", as playing generates camaraderie among colleagues. The result could not be more favourable for the company: a highly productive, motivated team with a great sense of camaraderie.



The Dinning room as a playroom.

Design: EL EQUIPO CREATIVO _ Oliver Franz Schmidt + Natali Canas del Pozo + Lucas Echeveste Lacy

Team Members: Cesc Buxó, Daniel Trujillo

Client: Effective Comunicacion

General Contractor: 4retail

Photographer: Adrià Goula

Surface: 1000 m² interior + 150 m² Terraza

OTHER PROJECTS BY EL EQUIPO CREATIVO

KIMPTON VIVIDORA HOTEL



Address: Carrer del Duc, 15, 08002 Barcelona
Floor Area: 6.340m²
Client: IHG Hotels, Kimpton Hotels & Restaurants, Casacuberta Property Development

FAUNA RESTAURANT



Address: Carrer del Duc, 15, 08002 Barcelona
Floor Area: 170m²
Client: IHG Hotels, Kimpton Hotels & Restaurants, Casacuberta Property Development

CAFÉ GOT



Address: Carrer del Duc, 15, 08002 Barcelona
Floor Area: 110m²
Client: IHG Hotels, Kimpton Hotels & Restaurants, Casacuberta Property Development

CLUB CRAZY PIANOS



Address: Strandweg 21, Den Haag, Netherlands
Floor Area: 990m²
Client: Crazy Pianos

TXALUPA & ATARI RESTAURANT



Address: Perujantxo 8, San Sebastián
Floor Area: 350m²
Client: Gastroleku Grup

FORN DE SANT JOAN RESTAURANT



Address: Carrer de Sant Joan, 4, Mallorca
Floor Area: 130m²
Client: Forn Projects

OASSIS RESTAURANT



Address: Passeig de Gràcia 24, Barcelona
Floor Area: 420m²
Client: AN Grup

ANDINA NOTTING HILL RESTAURANT



Address: 157 Westbourne Grove, London
Floor Area: 150m²
Client: Martin Morales, Ceviche Family

LAS CHICAS, LOS CHICOS Y LOS MANIQUÍ



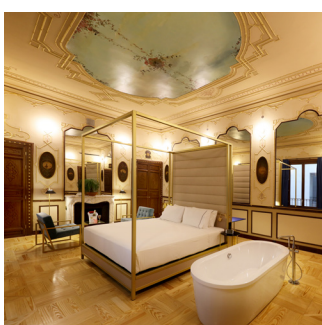
Address: Calle de Atocha, 49, Madrid
Floor Area: 280m²
Client: HI Partners, Grup Iglesias

BALA PERDIDA CLUB



Address: Calle de Atocha, 49, Madrid
Floor Area: 250m²
Client: HI Partners, Grup Iglesias

HOTEL AXEL MADRID



Address: Calle de Atocha, 49, Madrid
Floor Area: 3600m²
Client: HI Partners, Grup Iglesias

TUNATECA BALFEGÓ RESTAURANT



Address: Avenida Diagonal 439, Barcelona
Floor Area: 352m²
Client: Grup Balfegó

BELLAVISTA DEL JARDIN DEL NORTE



Address: Enric Granados 86, Barcelona
Floor Area: 1000m²
Client: Hermanos Iglesias, Hermanos Messi

FOGO RESTAURANT



Address: Carrer de Còrsega 231, Barcelona
Floor Area: 176m²
Client: Dani Alves, João Alcântara

EL MAMA & LA PAPA RESTAURANT



Address: Passatge Pere Calders, 2, Barcelona
Floor Area: 500m²
Client: Joan Soler

BLUEWAVE COCKTAIL BAR



Address: Moll d'Escar 1, Barcelona
Floor Area: 198m²
Client: Salamanca Group

ONEOCEAN CLUB RESTAURANT



Address: Moll d'Escar 1, Barcelona
Floor Area: 475m²
Client: Salamanca Group

DISFRUTAR RESTAURANT



Address: Calle Villarreal 163, Barcelona
Floor Area: 520m²
Client: Eduard Xatruch, Oriol Castro, Mateu Casañas

PAKTA RESTAURANT



Address: Calle Lleida 5, Barcelona
Floor Area: 100m²
Client: Hermanos Adrià

IKIBANA RESTAURANT



Address: Av. Paral·lelo 148, Barcelona
Floor Area: 250m²
Client: Ikibana

LA DOLÇA of TICKETS



Address: Av. Paral·lelo 164, Barcelona
Floor Area: 100m²
Client: Hermanos Adrià

TICKETS RESTAURANT



Address: Av. Paral·lelo 164, Barcelona
Floor Area: 300m²
Client: Hermanos Adrià

41° COCKTAIL BAR



Address: Av. Paral·lelo 164, Barcelona
Floor Area: 100m²
Client: Hermanos Adrià

EL EQUIPO CREATIVO is an interior design studio based in Barcelona and specialized in the design of gastronomic, commercial and brand spaces.

Since 2010 they have worked for some of the most prestigious chefs in the world, like Ferran Adrià, and their designs gather 4 michelin star restaurants. Their projects have been recognized in more than 40 international design awards, and are broadly published worldwide in design, trends and general press.

INTERNATIONAL DESIGN AWARDS

2020 - International Property Awards

Category : Best Hotel Interior Spain
Winner

2020 - Restaurant & Bar Design Awards

Category : Best International Pub
Winner

2020 - FX Interior Design Awards

Category : Best International Hotel Design
Shortlist

2020 - Small Business Awards

Category : Best Restaurant Interior Design Practice in Europe
Winner

2019 - WIN World Interiors News Awards

Category : Interiors Practice of the Year
Winner

2019 - Restaurant & Bar Design Awards

Category : Fast Casual
Project: : Andina Notting Hill Restaurant
Shortlist

2019 - FRAME Awards

Category : Best Use of Color
Project: : Las Chicas, Los Chicos y Los Maniquís
Winner

2019 - WADA World Architecture and Design Awards

Category: Hospitality
Project:: Hotel Axel Madrid
Winner

2019 - WADA World Architecture and Design Awards

Category: Hospitality
Project: : Tunateca Balfegó
Shortlist

2018 - FX International Design Awards

Category: Best Restaurant
Project: Las Chicas, Los Chicos y Los Maniquís
Winner

2018 - Restaurant & Bar Design Awards

Category: Color
Project : Las Chicas, Los Chicos y Los Maniquís
Shortlist

2018 - Winners' Review Awards

Category: Best Madrilenian Transformation Project
Project: Bala Perdida Club
Winner

2018 - Architizer A+ Awards

Category : Bar & Nightclub
Project : Bala Perdida Club
Shortlist

2018 - SBID Awards

Category : Club & Bar Design
Project : Bala Perdida Club
Shortlist

2018 - Restaurant & Bar Design Awards

Category : Nightclub
Project : Bala Perdida Club
Shortlist

2018 - IAA International Architecture Awards 2018

Category : Interior Design Commercial (Built)
Project : Hotel Axel Madrid
Winner

2018 - International Hotel & Property Awards

Category : Best Hotel Design Europe
Project : Hotel Axel Madrid
Winner

2018 - International Hotel & Property Awards

Category : Best Hotel Design Global
Project : Hotel Axel Madrid
Shortlist

2018 - SBID Awards 2018

Category : Hotel Bedrooms & Suites Design
Project : Hotel Axel Madrid
Shortlist

2018 - Build Awards

Category : Most Dynamic Commercial Design Studio -Spain
Winner

2018 - IDMA International Design Media Awards

Category : Annual Dining Space
Project : Tunateca Balfegó
Winner

2018 - HIP Horeca New Business Models Awards

Category : Interiorism
Project : Tunateca Balfegó
Winner

2018 - CID Coverings Installation & Design Awards

Category : Commercial Tile Design
Project : Tunateca Balfegó
Special Recognition

2018 - Restaurant & Bar Design Awards

Category : Surface Interiors
Project : Tunateca Balfegó
Shortlist

2017 - FX International Design Awards

Category : Bar or Restaurant
Project : Bellavista del Jardín del Norte
Shortlist

2017 - Restaurant & Bar Design Awards

Category : Ceiling
Project : Bellavista del Jardín del Norte
Shortlist

2017 - Restaurant & Bar Design Awards

Category : Colour
Project : EL MAMA & LA PAPA Bar Restaurant
Shortlist

2017 - WIN Awards

Category : Interior Project Bar
Project : EL MAMA & LA PAPA Bar Restaurant
Shortlist

2017 - Blueprint Awards

Category : Best Interior Project Leisure
Project : EL MAMA & LA PAPA Bar Restaurant
Shortlist

INTERNATIONAL DESIGN AWARDS

2017 - American Architecture Prize

Category : Small Firm of the Year
Winner

2017- Build Architecture Awards

Category: Best Commercial Interior Design Firm - Spain
Winner

2016- AI Excellence Awards

Category: Most Outstanding for Restaurant Design
Winner

2016 - Restaurant & Bar Design Awards

Category : Europe Bar / Color / Surface Interiors
Project : Blue Wave Cocktail Bar
1st Prize - Best Bar Overall - 1st Prize - Best Bar Europe

2016 - Coverings Installation & Design (CID) Awards

Category : International Tile Design
Project : Blue Wave Cocktail Bar
1st Prize

2016 - FX International Design Awards

Category : Bar or Restaurant
Project : OneOcean Club Restaurant
Shortlist

2016 - FX International Design Awards

Category : Bar or Restaurant
Project : Fogo Restaurant
Shortlist

2016 - WIN Awards

Category : Restaurant
Project : OneOcean Club Restaurant
Shortlist

2016 - Leaf Awards

Category : International Design Awards
Project : Blue Wave Cocktail Bar
Shortlist

2016 - Leaf Awards

Category : International Design Awards
Project : OneOcean Club Restaurant
Shortlist

2015 - XIV Tile of Spain Awards

Category : Interiorism
Project : Blue Wave Cocktail Bar
1st Prize

2015 - XIV Tile of Spain Awards

Category : Interiorism
Project : Disfrutar Restaurant
2nd Prize

2015 – Interior Contract Award

Textile spaces
Project: Pakta Restaurant
3rd Prize

2015 - Restaurant & Bar Design Awards

Category : Surface Interiors
Project : Disfrutar Restaurant
1st Prize

2015 - FX International Design Awards

Category : Bar or Restaurant
Project : Disfrutar Restaurant
Shortlist

2015 - WIN Awards

Category : Restaurants

Project : Restaurante Disfrutar
Shortlist

2014 - Restaurant & Bar Design Awards

Category : European Restaurant
Project : Pakta Restaurant
Shortlist

2014 - Architizer A+Awards

Category : Commercial - Restaurants
Project : Pakta Restaurant
Shortlist

2013 - Best Of Year 2013 Awards

Category: 'Hospitality: Restaurant: Casual Dining
Project : Pakta Restaurant
1st Prize

2013 - The Great Indoors Awards 'The Nature of Things'

Category : 'Relax & Consume'
Project : Pakta Restaurant
1st Prize

2013 - FX International Design Awards

Category: Bar or Restaurant
Project : Pakta Restaurant
1st Prize

2013 - Restaurant & Bar Design Awards

Category : European Restaurant
Project : Ikibana Restaurant
Shortlist

2012 - AIT Worldwide Architecture Competition

Category : Bars, Restaurants
Project : 41° Snackería
Shortlist

2012 - Restaurant & Bar Design Awards

Category : European Restaurant
Project : 41° Snackería
Shortlist