

RAISING THE BAR WITH THE MOST AMBITIOUS WORKPLACE IN NEW YORK CITY

HSBC, NEW YORK

MMOSER ASSOCIATES 



OUR VISION

Expanding the potential of the built environment for people, planet and business through holistic client experiences.

RESHAPING THE FUTURE OF WORK THROUGH AN INSPIRING EXPERIENCE THAT FUELS PURPOSEFUL ENGAGEMENT

HSBC

New York City, New York, United States
Area: 260,000 sq ft

Partners & vendors

Jones Lang LaSalle (JLL): Project Manager

Robert Derector Associates (RDA): MEP Engineers

Lilker Lighting Group: Lighting Designers

Robert Derector Technologies (RDT): Power Over Ethernet
Lights and Shade Automation Engineers

ARUP: ICT, Acoustics and AV Engineers

Climatec: Master System Integrator

Syska Hennessy Group: Commissioning Agent

Turner Construction: General Contractor

AVI-SPL: AV Contractor

Telecom Infrastructure Company (TIC): ICT (Information
Communications Technology) Contractor

M Moser services

Workplace strategy, architecture, interior design, engineering
strategy, smart building consulting and design, sustainability /
net zero, brand experience, system integration services, data
hosting and analytics (ongoing)

Furniture manufacturers & dealers & accessories

Allermuir	Ethnicraft	Lulu & Georgia	SP01
Andreu World	Flos	Lumens	Studio TK
Armadillo	FLOR	Max Alto	Stylex
Benchmark	Fyrn	Menu	Tacchini
Bernhardt	Gus Modern	Modern Office	Teknion
Bludot	Halcon	Mooi	Via Seating
Carl Hansen	Hay	Naava	Vitra
CB2	HBF	NaughtOne	WallGoldfinger
Crate & Barrel	Hem	Nienkamper	West Elm
Cornelis	Hightower	Nobilis	Wilkhahn
Davis	Howe	Nucraft	
Desiron	Humanscale	OfficeWorks Inc.	
DWR	Jamie Stern		



In relocating to The Spiral, HSBC wanted to set an ambitious new standard in workplace experience. It engaged our team to create the most sustainable, inclusive and technology-enabled workplace in New York City—and within its global portfolio.

M Moser’s role in the project was comprehensive—from initial concepts to detailed construction documentation. Altogether our teams provided architecture, interior design, engineering, smart building design, sustainability, branding, master systems integration and commissioning services. Additionally, we provided strategic engineering consultation and managed a range of sub-consultants. This helped us implement advanced technology and energy-efficient systems across MEP, IT lighting, commissioning and systems integration.

Targeted project certifications

- Zero Carbon from the International Living Future Institute (ILFI)
- WELL & LEED Platinum (WELL Building Standard & Leadership in Energy and Environmental Design)
- BLUE Standard by Oceanic Global
- GUDC (Global Universal Design Commission)

 **Download the full press release here.**



Our project journey began 18 months before we officially started, sparked by insightful client conversations that deepened our understanding of goals to align stakeholders’ visions.



Our design focused on elevating the employee experience through adaptable spaces, technology and sustainability initiatives across the five-floor stack.



PHOTOGRAPHY

For high-res imagery,
please contact
KirstenF@mmoser.com

Photographer:
Garrett Rowland

INNOVATION

Situated at Hudson Yards, this new headquarters is poised to redefine corporate environments on a global scale. It exemplifies HSBC’s progressive approach to reshaping the future of work by creating an inspiring experience that fuels purposeful engagement for clients and colleagues.

Key project objectives

- 01

Achieve net zero carbon construction and operations
*“Centre on efficiency in all areas of design”,
“People and planet-centric vision within a vertical community”*
- 02

Reduce real estate and break the mould to transform how people work
*“Integrated design + workplace strategy”,
“The right formula for hybrid work”*
- 03

Focus on wellbeing, inclusivity and accessibility
*“Curate every element to support the individual”,
“Spontaneous interaction, collaboration, community”*
- 04

Connecting people through design
*“Align with the building’s materiality and architecture”,
“A cascade of connection points”*
- 05

Provide frictionless technology and smart building technology
*“Digital twin: a virtual representation of the physical systems”,
“Measure, manage, predict, iterate with real-time data”*



This project serves as a test bed for progressive work styles to influence future practices within the organisation.

“The focus of this project went beyond integrating smart technology—it was about smarter utilisation of technological resources.”

Julian Rimmer | Global Director | M Moser Associates



Our design philosophy prioritised sustainability through reduced carbon footprints, local sourcing and environmental impact mitigation.



Flexible zones accommodate various requirements, from dual-function meeting rooms to adaptable event spaces, each promoting ergonomic control and inclusivity for all.



Leveraging smart building technology enables data-driven adjustments to optimise the environment and ensure ongoing employee support.



The design reflects an ‘elevated industrial’ feel featuring warm metals, woods, neutrals, concrete and greenery to accentuate the building’s features and guide HSBC’s culture in NYC.

DESIGN LANGUAGE, AMENITIES, AESTHETIC RIGOUR

The HQ’s central hub overlooks the plaza at Hudson Yards and open work settings overlook the Hudson River.

Our design language aligns with the building’s materiality—corten steel, concrete, black detailing and a warm, jewel-tone colour palette accent various areas.

Architectural elements of The Spiral, such as the ascending exterior terraces, guided the design of the interior cascading staircase and adjacent garden, harmoniously blending the outdoor environment into the overall experience.

We promote a vertical community within the large floor plates, providing places of respite and comfort from day-to-day activities. Distinctive features include coffee bars, lounge spaces, sizeable bleacher-style seating, outdoor terraces with varying flora, ample natural light, wellness zones dedicated to mindfulness and exercise and a balance of private and shared spaces.

SUCCESS OF SOLUTIONS

Daily employee office **attendance doubled** to 80% from 40% since completion.

Over 70% of the selected furniture contributes to Zero Carbon requirements.

Optimising for low carbon and improved comfort, our actions helped achieve a **27% reduction in energy use, reduced acoustic and visual noise and reduced cost.**

13,000 sq ft of outdoor space and a water management system **collect overflow rainwater** to redistribute through tiered landscaping.

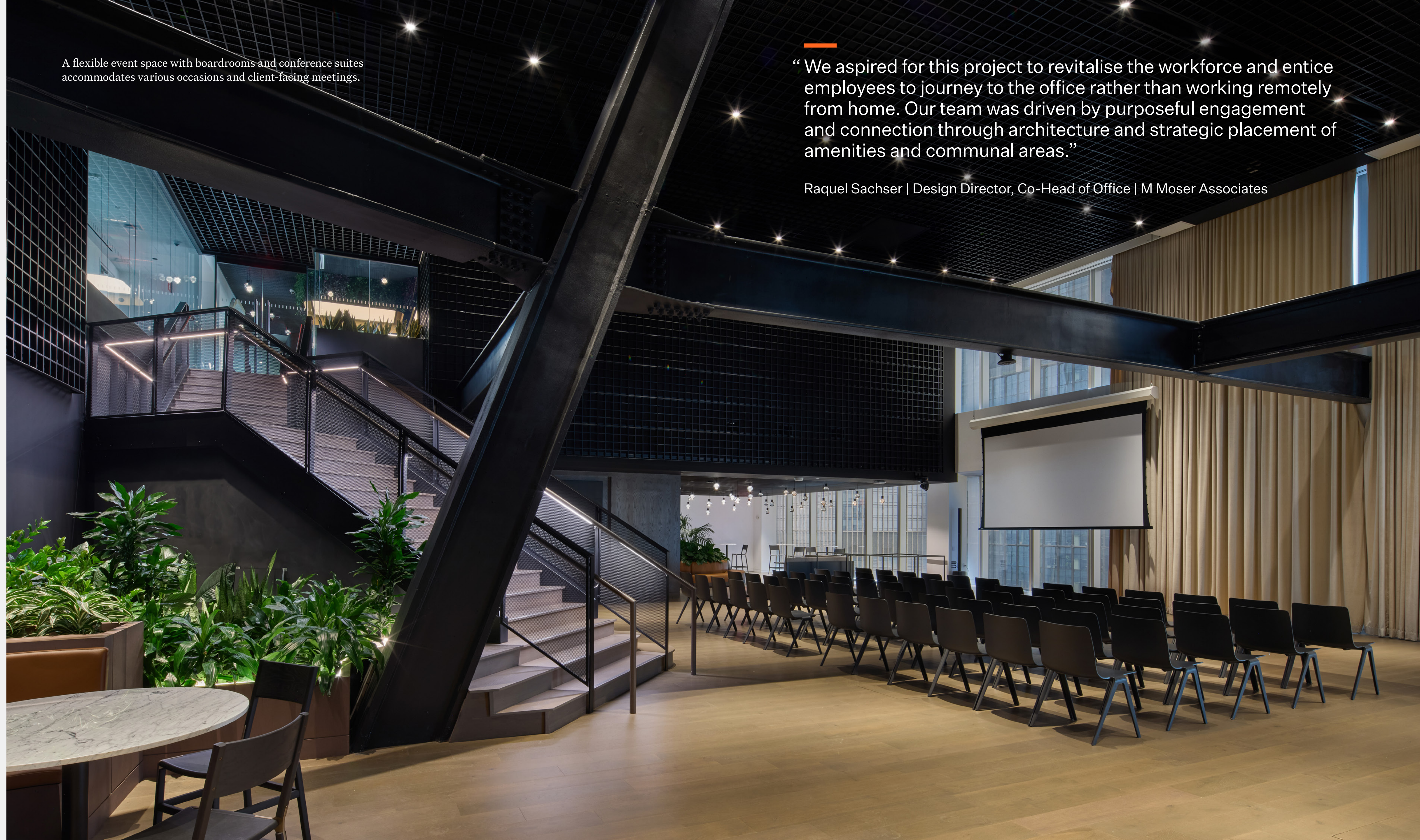
One key advantage of the smart building implementation is that **all employees have access to centrally located dashboards**, which display real-time data. This allows them to interact with and respond to information directly.

In the end, we've helped create a place for everyone and a space that truly connects people —whether for work, lunch or events. Our team's efforts have resulted in a beautiful, smart and inclusive environment that values each individual and supports a sense of community.

A flexible event space with boardrooms and conference suites accommodates various occasions and client-facing meetings.

“We aspired for this project to revitalise the workforce and entice employees to journey to the office rather than working remotely from home. Our team was driven by purposeful engagement and connection through architecture and strategic placement of amenities and communal areas.”

Raquel Sachser | Design Director, Co-Head of Office | M Moser Associates



The design is timeless, blending functionality with aesthetics to create a space that will remain relevant and inspiring for years to come.

To leave a lasting legacy means to create a project that not only meets the current needs but also sets a benchmark for future innovations, ensuring its relevance and influence endure over time.

Alongside a host of targeted certifications, such as those looking at oceanic protection and inclusive design, our sustainability efforts help prevent the emission of tons of carbon into the atmosphere each year.



LASTING LEGACY

HSBC's New York headquarters marks a significant milestone in workplace design, setting a new standard for innovation, sustainability and inclusivity. Through integrated design services, close client collaboration and a commitment to excellence, our teams delivered a transformative space that empowers employees, supports connection and drives purposeful engagement.

“This project’s sustainability and technology objectives were exceptionally ambitious, challenging both HSBC and our team to push for higher standards. Achieving these goals required the collaboration and dedication of all parties involved to transform this vision into reality.”

Samantha Allen | Associate Director
M Moser Associates



OUR DEDICATED TEAM MEMBERS INVOLVED IN THE HSBC PROJECT

Strategy & Leadership

Grant Christofely
John Sellery
Raquel Sachser
Tesia Walsky

Sustainability, Engineering & Technology

Amy Liang
Andrew McCorrister
Brian Fugeti
Catherine Borgstrom
Christine Bruckner
Cherry Leung
Daniel Leung
Diego Ruiz
Elizabeth Dawe
Janis Ng
Jessica Horne
Julian Rimmer
Lillian Bell
Roshni Mohan
Samantha Allen
Steve Gale
Suzanne Ries
Veleria Alvarado

Design/Architectural team

Amanda Bacha
Alessandra Colusso
Arah Cho
Gina Nikbin
Jabari Garland
Jon Murphy
Paul Cafaro
Regan Flemming
Sam Sellery

Brand/Signage

Abbey Melsheimer
Jessica Haubrick

For speaking opportunities,
please contact us.

WHITEPAPERS & THOUGHT-LEADERSHIP

Our thought leadership content offers valuable insights and innovative solutions in workplace design and corporate real estate. Click to read more.

The adaptive workplace

We look at how we all must embrace change in the workplace

The future of the workplace

M Moser + PwC on strategies for continuous adaptability

Adaptive reuse

Repurposing buildings into destination spaces

ESG and smarter workplaces

A guide for workplace professionals

Certifications and wellness

How can office design certifications for wellness benefit your business?

Stay vs go

Evaluating stay vs go scenarios with architectural studies

The social office

Connection and the role of the office in countering an era of loneliness

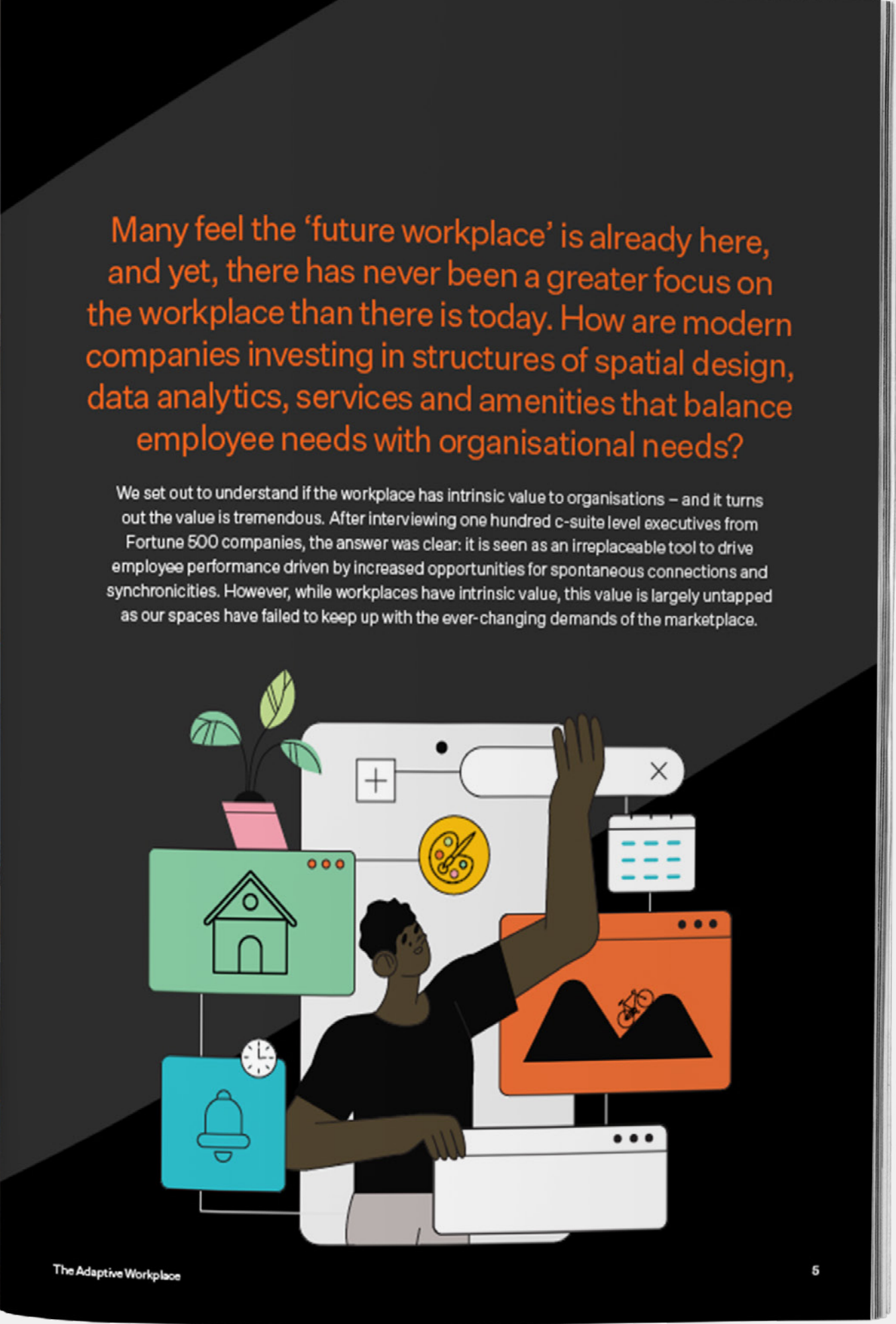
Design standards

What are office design standards, and how can they support your business?



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Many feel the ‘future workplace’ is already here, and yet, there has never been a greater focus on the workplace than there is today. How are modern companies investing in structures of spatial design, data analytics, services and amenities that balance employee needs with organisational needs?

We set out to understand if the workplace has intrinsic value to organisations – and it turns out the value is tremendous. After interviewing one hundred c-suite level executives from Fortune 500 companies, the answer was clear: it is seen as an irreplaceable tool to drive employee performance driven by increased opportunities for spontaneous connections and synchronicities. However, while workplaces have intrinsic value, this value is largely untapped as our spaces have failed to keep up with the ever-changing demands of the marketplace.



A LITTLE ABOUT US

M Moser is a global architecture and interior design practice, founded by Moira Moser in 1981. We're focused on expanding the potential of the built environment to bring out the best in people, planet and business.

Design

Architecture
Interior Design


Integrated consulting


Workplace strategy
Change management
MEP engineering
Due diligence
Wellness & inclusivity
Smart buildings
Sustainability
Brand experience


Procurement routes

Design consultancy
Design consultancy and
construction management
Design and build

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To learn more about our team and how we work with clients and industry partners to create dynamic, resilient and human-centric environments, please visit mmoser.com.

MEDIA CONTACTS

To learn more about our team and how we work with clients and industry partners to create dynamic, resilient and human-centric environments, please visit mmoser.com.

North America

Mica Guitron
Associate Director, Global Marketing Communications
M Moser Associates
MicaG@mmoser.com

Kirsten foley
Senior Content Strategist
M Moser Associates
KirstenF@mmoser.com

Europe

Charlotte Wearden
Regional Marketing Executive
M Moser Associates
CharlotteW@mmoser.com



mmoser.com

