

PEACE IN A POD

Forward Architects' proposal for this high-energy office environment looked to mitigate the problems present in the original space, which was visually busy and slightly overwhelming. Its central point of reference is now a place of rest and calm for the employees to unwind and refocus.

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DURING THE first meetings at Enteractive, which offers the service of player reactivation and customer support to iGaming operators, Forward Architects were introduced to an open space, flooded with loud music to drown out the various conversations happening simultaneously.

Desks, gadgets and personal belongings all contributed to a visually busy environment, which was slightly overwhelming for anyone not wearing a headset.

These problems were to be addressed by the team at Forward when they were approached to design areas within Enteractive's new office space - with all the undertones you would expect from a company in the iGaming industry, plus the added high-energy intensity of an entirely target-oriented workforce.

The proposal for this environment looked to mitigate all the problems present in the original office. Low-level partitions, lined with sound-absorbing materials, were introduced to reduce



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THE ARCHITECTURAL LIGHTING AND DECORATIVE PENDANTS GIVE A WARM TONE TO THE INSIDE OF THE INSTALLATION

the noise generated from the sales team; working islands of not more than 12 people were established in a back-to-back desk arrangement to give a sense of spatial ownership to the separate teams; desk clusters were offset from each other, creating breakout pockets for impromptu quick meetings between team members. This echoed the seating layout, which had previously separated the sales team into different markets.

The existing soffit was also replaced with sound-absorbing tiles and the floor was covered in an industrial carpet to help absorb some of the noise.

The interventions in the open plan all served as a clean backdrop to the focus at the centre of the space, which was affectionately given the working title of the POD. This is the product of a personal aspiration that Enteractive's CEO, Mikael Hansson, had contemplated for a while. It is designed to include a number of features that were identified as lacking in the original setting and combines a fully functional bar, presentation and dining areas, and meeting spaces.

The quality of the space had to differ completely in mood from the sales floor and offer a place of rest and calm for the employees to unwind and refocus.

The bespoke structure contains the different uses within a sweeping timber-lined shell. The high wall, which creates a solid barrier with the open-plan area, sweeps downwards towards the entrance, directing attention towards its centre.

In plan, the shell outlines four upholstered booths, which serve as meeting spaces for the employees, and a fully equipped bar, with the dual purpose of food service station. Each area within the installation is defined by the space created through the fluid outline of the POD's structure.

The architectural lighting and decorative pendants give a warm tone to the inside of the installation. Deep shades of green and grey play off the company's logo and give a more relaxed and subdued atmosphere to the interior of the installation. The ceiling was sprayed black, unifying the breakout space and emphasising the visual disconnection from the sales floor.

The POD provides a central point of reference to the rest of the office space, existing as a sort of pavilion, or pop-up, achieving the overall effect of transporting the employee's mindset out of the busy office atmosphere without leaving the premises. ■