



THE TREE HOUSE



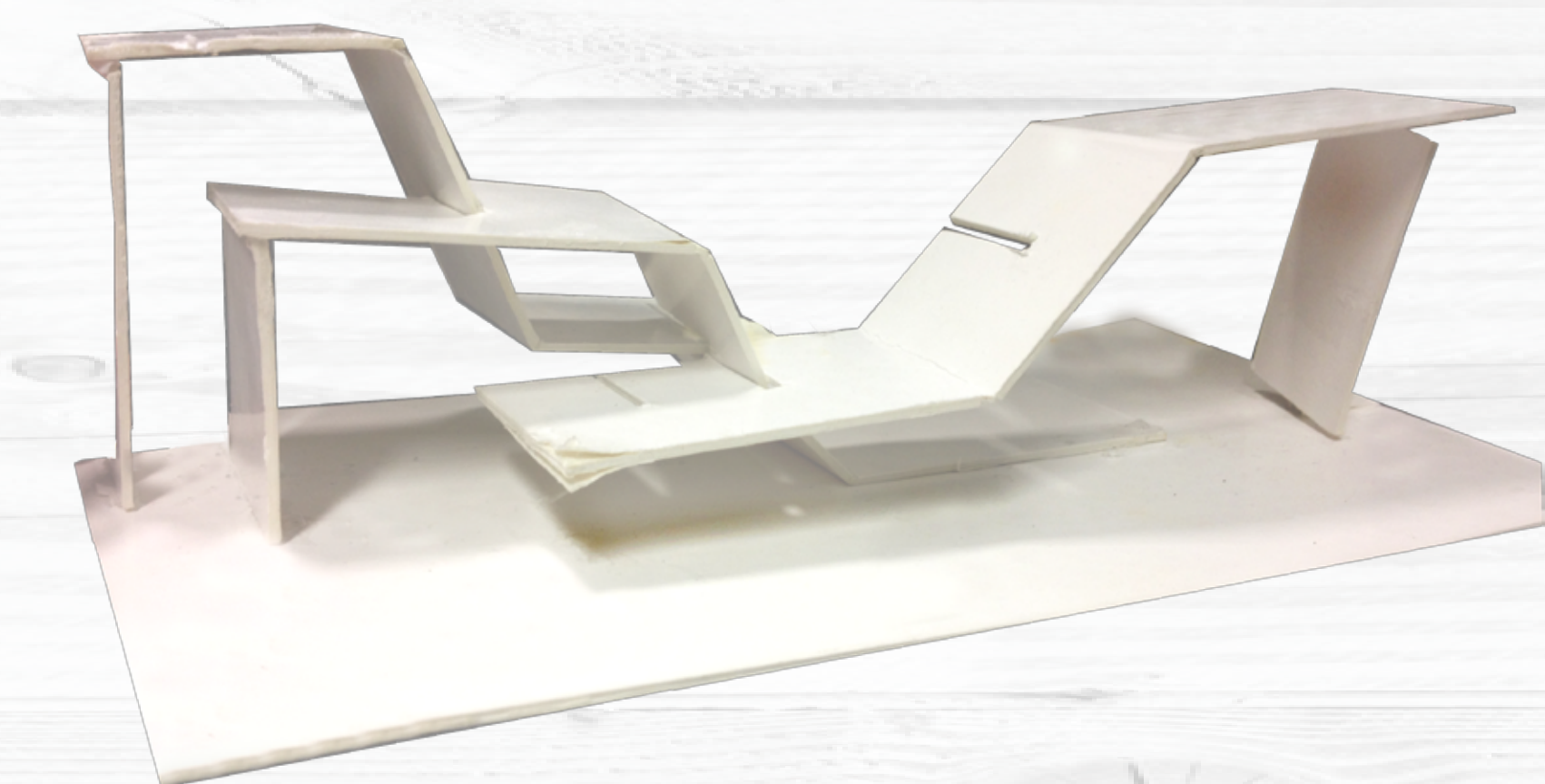
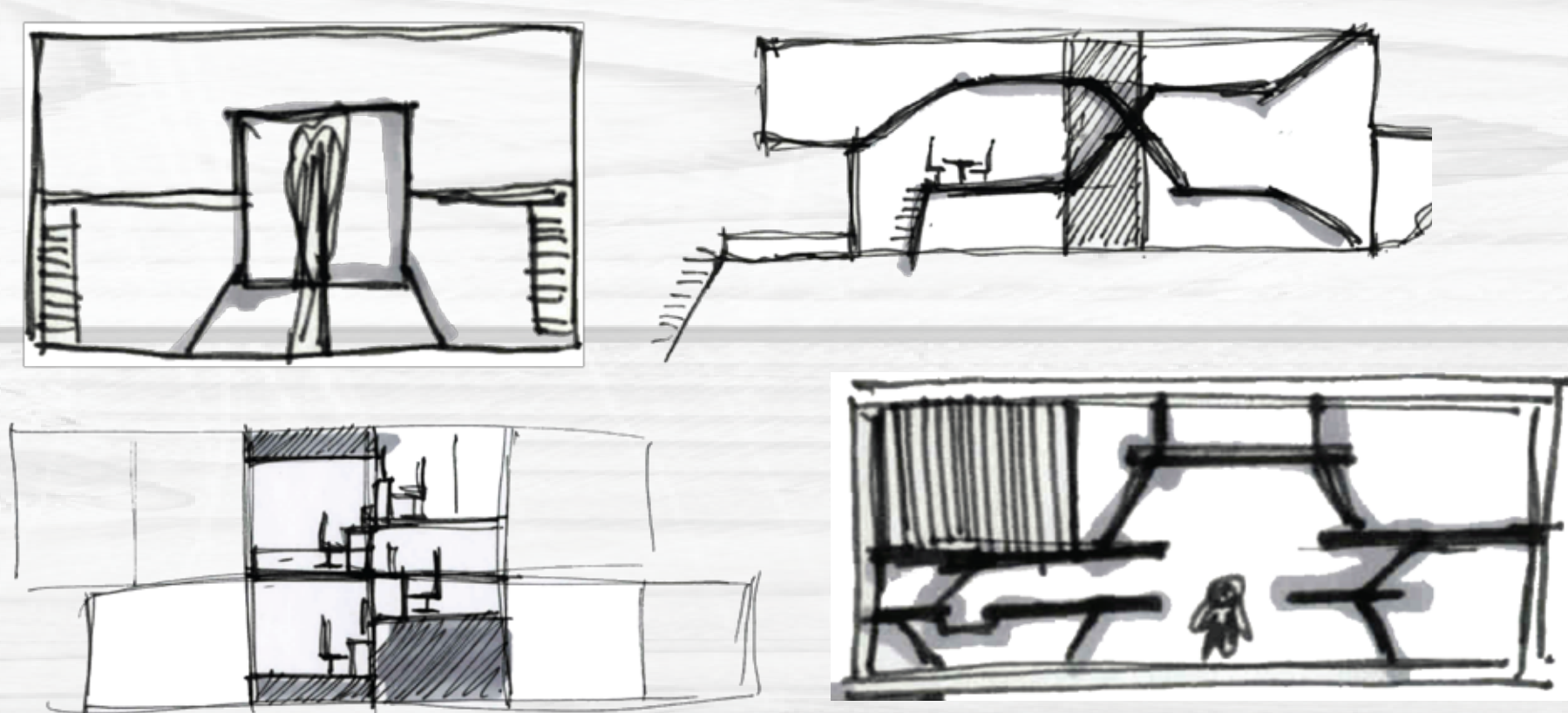
The sales and marketing department of a record label are to be relocated from the main headquarters to 2 floors of an office block in a less central area of the city. The organization is downsizing and needs to preserve staff morale while investing in an appropriate conversion by incorporating flexible working methods.

Sales and marketing departments often have to work together to brainstorm new ideas to market and sell the records. To design an office that caters to them, to make them fit into the space with the club theory from Francis Duffy (1997) is the most suitable workplace for them. Having an open concept office reduces individual spaces giving more chance for the sub-teams to work more closely together.

Kallaus (1996) stated that an office space should be flexible and easily rearranged to boost productivity and make the day less mundane. Having a modular workplace enables the office to be reconfigured to fit more people and to create more space for touchdown employees as well to prepare for the new developing MRT line that will be completed in the year 2016, whereby the building will be more accessible and that will attract more employees.



- Bukit Timah Nature Reserve
- Developing Area/ Shopping centers
- Housing Estates



The building is situated at Cheong Chin Nam Road, whereby it is clamped in the middle of housing areas and the Nature Reserve. The building is also placed on a hilly terrain which gave a chance of bringing the outside into the workspace.

Inspired by the construction of the treehouse, the idea of leveling was formed. By breaking the separation between the 2 floors, it created an office space without hierarchy, connecting the upper and lower floor together to form a working space whereby the employees could see each other as a whole, motivating each other as they work.

Meeting spaces are made to be of lower ceiling height to increase the interactivity between the sub-teams during their discussions and the change of setting mimicks a picnic activity whereby the teams would feel at ease, breaking away the formal way of having a meeting.

INFORMAL || LEVELING || CONFIGURABLE

