

WORKPLACE TOTAL
AWARD OF EXCELLENCE

We the Collective — SSDG Interiors



*Judges Notes:
Polished yet whimsical,
professional.*

IN THE SPIRIT OF THE entertainment companies that they design for, the new office of We the Collective (WTC) is a fresh and bold space evocative of the youth demographic that they serve. They are specialists in marketing entertainment brands to a youthful audience and their

parents so the space needed to showcase a professional vibe without taking itself too seriously.

SSDG Interiors delivers a playful and minimal design, creating a strong brand presence and an unpretentious sense of fun set against a backdrop of Scandinavian-inspired simplicity. Their previous office was “splitting at the seams” so their new space needed to suit their growing staff’s need for more personal space along with opportunities for collaboration.

The design does just that, providing opportunities for employee wellness and social engagement in a relaxed and inviting space that expresses the personality of the company. Food and socializing is a big part of WTC, so gathering spaces were grouped to enable all staff to come together to eat, drink and play.

The design of WTC’s office

demonstrates brand awareness in every decision made.

The project reused much of the client’s existing furniture and the majority of the existing walls were kept in place. Applying restraint in the architectural interventions allowed the personal touches to shine in contrast. Choosing to make changes only where they would have the largest impact shows respect for the client and didn’t break the budget.

The end-user experience was placed first and foremost in the design, providing a balance in amenity vs. work space allowing for variety as well as employee comfort and engagement throughout the space.

Interior Designer:
Kenna Manley, RID
Design Team:
Pembroke Collier, RID
Photographer: Barrie Underhill