

Sinch

CLIENT STORY

Cloud Communications
Chicago, IL



As businesses learn to navigate today's new workplace challenges, adapting to emerging work styles and employee preferences has become ever more crucial. Sinch, a leader in Customer Communications Cloud technology, recognized the need to create a welcoming workspace that supports hybrid schedules and fosters a sense of community among its employees. Teaming up with global design and architecture firm NELSON Worldwide and furniture dealer Henricksen, Sinch set out to redefine their office environment by creating a vibrant and inviting space that would welcome employees back to the office. Prioritizing comfort, community, concentration, and choice, their reimagined space sets a new standard for meeting the evolving demands of the modern workforce in a post-pandemic era.

Kristin Cerutti, Regional Design Leader at NELSON, describes the transformation as a shift from the mundane to the extraordinary. "The original space that Sinch inhabited had been inherited as is. It was an uninspiring sea of beige with high panels that lacked identity. But with this new project, they seized the opportunity to craft a space that truly reflects their brand and culture."

"Sinch's new space perfectly reflects their culture and values, authentically showcasing who they are as a brand and an organization. Their work environment not only successfully inspires connection and community among employees but also sets the benchmark for hybrid workspace design in a post-pandemic world"

K R I S T I N C E R U T T I
— REGIONAL DESIGN LEADER
NELSON WORLDWIDE



The spacious 31,700-square-foot office, located in Chicago, Illinois, emphasizes the theme of circularity in its human-centered design, steering clear of harsh angles that can detract from a sense of ease. The result is a space adorned with soft curves, inviting textures, and a harmonious blend of bold yellows and warm-toned greens and grays. Carefully curating the materials, furnishings, and lighting elements has resulted in an atmosphere that evokes a sense of familiarity, like a home away from home.

"For the overall design, comfort was always priority number one," explains Cerutti. "Sinch wanted their employees to feel the same level of ease they experienced while working at home, and that's exactly what this design achieves."

Beyond establishing a sense of comfort, Sinch also sought to reignite the sense of community and the spirit of collaboration that comes from working alongside peers. The objective was to restore the sense of camaraderie that had been absent as employees worked from home during the pandemic. To realize this vision, the office layout was purposefully arranged to encourage interaction and meaningful connection, with flexible workspaces designed to foster spontaneous conversations and creative collaborations.



At the heart of the office lies the vibrant cafe, which brings employees and visitors together to interact and establish a sense of community. Beyond its capacity for large gatherings and social events, the cafe offers versatile functionality, providing workers with opportunities for individual focus or intimate brainstorming sessions. A dynamic lounge area with a casual game room is integrated within the employee entryway, inviting staff to touchdown, engage in friendly games, and engage in casual conversations. This adaptable space also serves as an alternative to a traditional conference room, enhancing flexibility by facilitating a diverse range of activities to suit the evolving needs of the team.



PROJECT DETAILS

Headquarters

Chicago, IL
31,700 SF

Partnerships

NELSON Worldwide
Henricksen
Bear Construction
Four Four Design

PRODUCT SOLUTIONS

Workspaces

Approach™
Aspect™
Jetty:Mod™
Terrace®

One standout feature of the new office is the circular meditative retreat, which offers employees a space for prayer, meditation, or a moment of respite. Additional adjacent wellness spaces are provided, offering convenience and privacy for various needs, such as pumping or simply taking a break from the desk. "Well-being was extremely important to Sinch," notes Cerutti. "They wanted to ensure that every individual had access to a private space for relaxation or personal time."

In their collaboration with Henricksen and Allsteel, the design team and Sinch found immense value in the expertise offered in navigating personal spaces and furniture selections. Given Sinch's lack of control over the preexisting furniture within their former beige environment, it was essential that they be guided through envisioning the transformation. Throughout this process, Henricksen and Allsteel played a pivotal role, meticulously mapping out space on their showroom floor and crafting mock-ups to ensure the client's comfort and confidence in their furniture choices. Says Cerutti, "This collaborative effort not only provided the client with a comprehensive understanding of their available options but also laid the foundation for a successful and finalized design concept."

With the office fulfilling its purpose of magnetizing employees back, Sinch's new headquarters has exceeded all expectations. By prioritizing comfort, community, and choice of workspace, Sinch has created a work environment that accommodates the evolving needs of their employees and fosters a sense of pride and connection.

