

SONICTEAM INTERNATIONAL/ SYSTEMS

SECTION 3 GALLERY

Entertainment factor

Isn't it every child's dream to work for a company that creates the computer games they spent their youth conquering? Well, such whiz-kids are the type of employees one might find at SONICTEAM, one of the development studios of SEGA Corporation in Japan which is renowned worldwide for its highly developed computer game software.

Now its headquarters are gaining as much recognition as the organisation, so much so that it has become a welcome stop for visitors on the SEGA Corporation tour.

After a certain period of SEGA group's changes, SONICTEAM's office was transferred to another floor and renovated around an entertainment theme. Designers in charge, PLUS Design Center, worked with Schiavello to reflect this thematic focus with a number of devices. They started by projecting the latest video games on the wall at the entrance and displaying trophies and character goods in the main thoroughfares. Low partitions with bright coloured fabrics were chosen with SONICTEAM's corporate blue as the keynote. As Mr Morita of PLUS explains, "A large variety of materials helped me to give more expression to the space."

The development process of computer game software is becoming increasingly fast and the work hours of employees are not pre-determined. So, SONICTEAM employees are in the enviable position of being able to nominate which time frame they want to work in a 24-hour day, although it is recommended to attend the office during business hours.

To support this, the refurbished office had to allow for employees to live on the premises. Home-like elements have been introduced to the workplace, such as nap and relaxation rooms, where employees can play video games to simulate their work or to just relax. Feng Shui principles were also incorporated into the plan.

At SONICTEAM's request, glass was used in all the wall surfaces to open up the space to enable the passage of 'the dragon' and tatami mat-style new carpets were installed for the meeting room to keep up with a continued tradition. Schiavello's Interstat 90 partitions were customised in response to SONICTEAM's requests. "Higher partitions help us to concentrate," says Morita. And, quite simply, greater concentration means better games and that's making computer-game buffs happier around the world.

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#1
Work environment featuring Sesto + ProActive desking with System 55 panels + custom storage.



#2
Interstat 90 full-height partitions to boardroom featuring Metric seating.

Project details
Project location 1-2-12, Haneda, Ota-Ku, Tokyo, Japan **Client** SONICTEAM – Mr. A Nishiyama **Design** PLUS Design Centre – Mr. S Morita **Schiavello Japan** David Ellis **Schiavello International** Michael Ellis **Area** 1800 sq.m. **Products** System 55 panels to workstations, Sesto + ProActive desking, Interstat 90 full height panel system, custom timber storage. Metric seating.



#3



#3
Interstat 90 full height partitions to offices with Metric seating to meeting table.
#4
Sesto + ProActive desking with System 55 panels + custom storage.