

Nintendo

Location: Windsor, Berkshire, SL4
Value: £475,000
Size: 7,000 sq ft
Duration: 9 weeks

Nintendo moved to new Headquarters in Windsor and employed Area Sq to deliver the office design and fit-out which gave a contemporary whilst retaining an element of Nintendo's fun and approachable personality.

Nintendo wanted their office design to reflect their identity but avoid heavy branding or corporate colours. Carrie Spooner, Designer at Area Sq says "We introduced vibrant colours such as bright greens and blues as well as subtle branding in the glass partitioning."

One of the focal point is the "snug" in the centre of the office where relax whilst having lunch, play games, or have informal meetings.

In the curvy brainstorm room, ambient lighting, forest digital wallpaper with grass effect carpet creates a cosy atmosphere and encourages creativity. Nintendo's office also boasts a demo room where usability and security were paramount.

Tom Pearce, Finance Director, Nintendo UK explains: "Since we relocated to Windsor, the number of journalists and third party publishers visiting has increased significantly. People come here for everything from regular update meetings to product demonstrations and launches and stay for several hours testing our products so it was crucial we had an environment they felt comfortable in."

Pearce adds: "Everybody across our industry has been very complimentary about the new office, which is one of the best testimonies of how successful the whole process has been, we're certainly very proud of not only how it looks but how well it works for us too."



