

nbbj

Samsung Semiconductor, Inc.

America Headquarters, Device Solutions

San Jose, California



A Distinctly Human Workplace for a New Era of Tech

Competition for talent in Silicon Valley is fierce. More and more, the look, feel and function of a workplace is central to employee recruitment, retention and satisfaction.

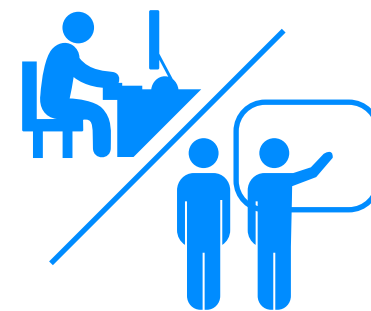
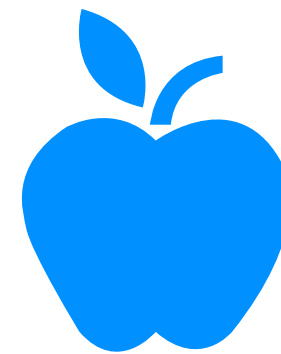
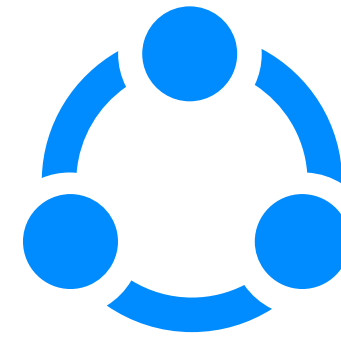
So in designing Samsung's largest development in California, NBBJ and Samsung focused on giving employees the space to get inspired and build enriching communities.



To Create the Ideal Tech Workplace, We Started With People

The Samsung headquarters was designed with insights collected from key decision-makers and employees about the types of work and interactions that support the company.

The design team also applied findings developed through research partnerships with scientists and sociologists to allow employees to feel and do their best.



An integrated approach to campus planning, architecture, landscaping and interior design focused on three main principles:

CONNECTIVITY

Socializing is good for business: at one company, an anthropologist found that co-locating colleagues reduced the average time needed to complete projects from 17 to 3 days.

Thomas Stewart, "The Invisible Keys to Success," Fortune

"High levels of interaction and communication are linked to innovation."

Judith H. Heerwagen et al, "Collaborative Knowledge Work Environments," Building Research & Information

WELL-BEING

Stress causes 60% of lost workdays, while work is the most frequently-cited source of health problems in the US.

Gallup-Healthways Well-Being Index

Access to nature relieves stress and drives productivity. In recent studies, workers with a view performed up to 23% better on tests, while daylight increased satisfaction with one's environment by 25%.

Heschong Mahone Group

PRODUCTIVITY

Those in multi-sensory environments recall information more accurately, respond more quickly to stimuli and, according to one study, offer 50% more solutions than those in uni-sensory contexts.

Ladan Shams and Aaron Seitz, "Benefits of Multisensory Learning," Trends in Cognitive Science

Variety and exploration breed success: "The adult brain throughout life retains the ability to change its structure and function in response to experience."

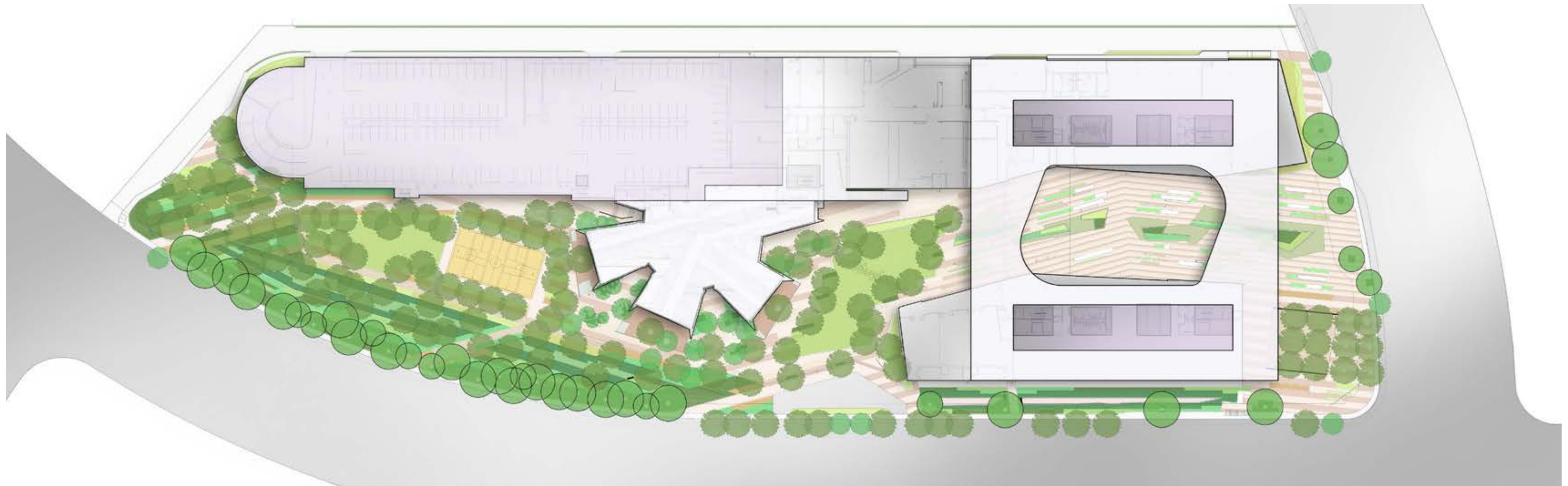
John Medina, developmental molecular biologist and NBBJ Applied Research Fellow, Brain Rules

By being socially engaged, feeling healthy and having the spaces and tools to produce efficiently, the people working at Samsung America Headquarters are in their best condition to develop groundbreaking ideas, products and sales strategies.

A Lively Work-Play Community

NBBJ worked with Samsung and the City of San Jose to eschew the traditionally isolated tech campus for one driven by the principles of stimulating ideas, building connections and promoting wellbeing.

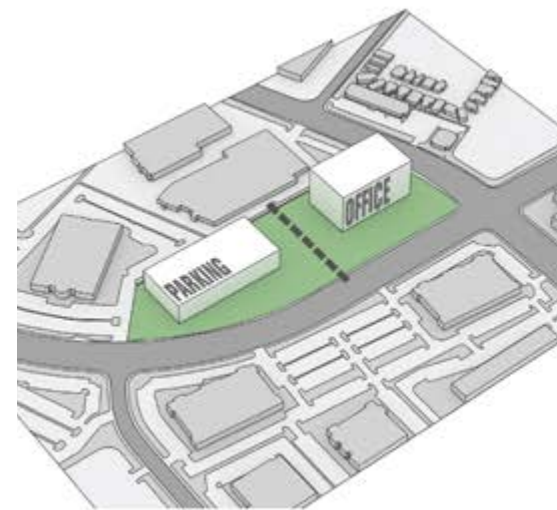
Site planning strategies integrate the campus within the larger San Jose community; encourage people to get outside and experience nature and inspiration between periods of work; and promote serendipitous and meaningful social encounters.



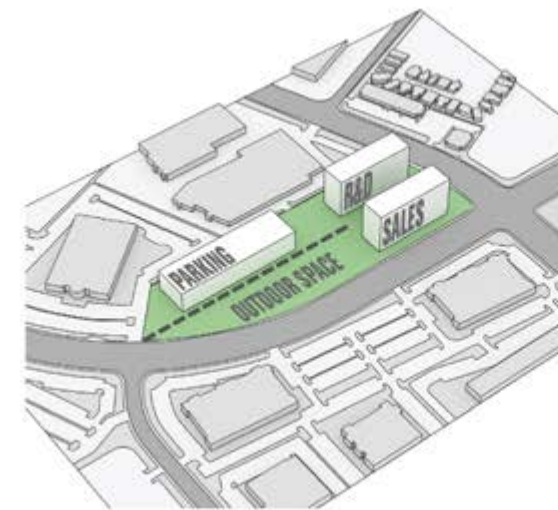
Breaking the Office Paradigm

NBBJ TURNED A TYPICAL OFFICE BUILDING INTO A NEW FORM THAT FOSTERS ENGAGEMENT AND STIMULATION.

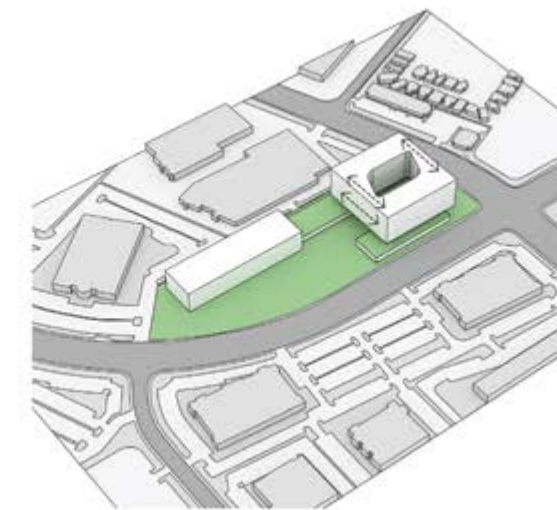
When Samsung approached NBBJ to design a workplace for its R&D and sales teams, it became clear their needs wouldn't be met by the typical office high-rise. Innovation requires the fluid exchange of ideas; so to cultivate a more vibrant, connected workplace, the team fused those towers, placed a dynamic courtyard inside, and interspersed building floors with breathtaking open-air gardens.



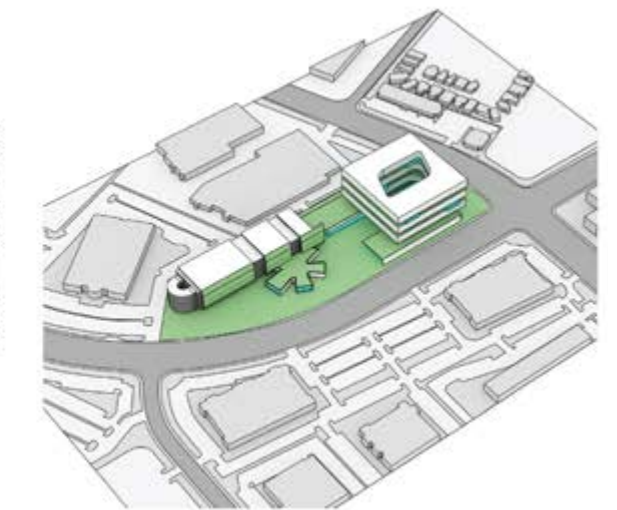
A typical office building design.



The original design concept involved two towers devoted respectively to R&D and sales.



The design team fused those towers and placed a dynamic courtyard in the middle.



Interspersing office and garden floors puts each employee no more than one floor from fresh air and captivating views.

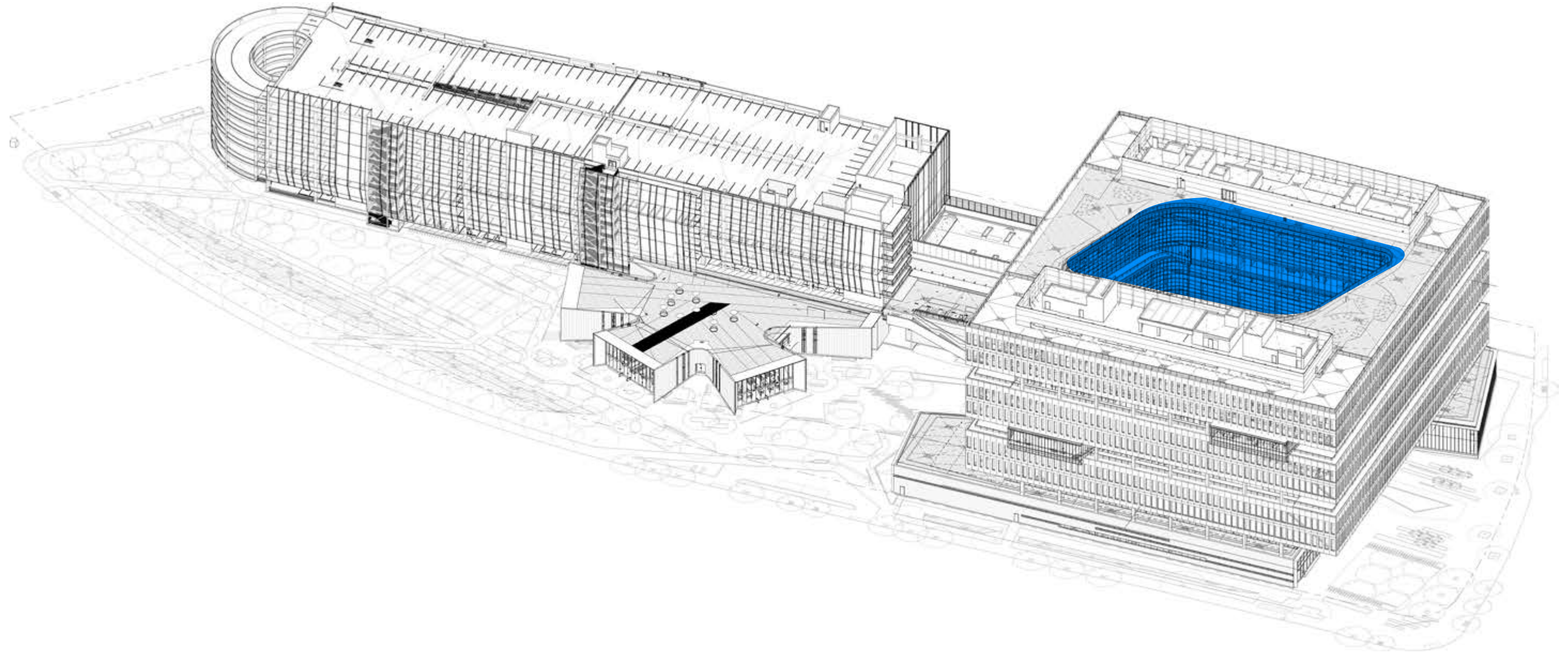


Breaking the Office Paradigm



A Beacon for Inspiration

The building's unique architecture is marked by an inner courtyard plaza surrounded by the office building's floor-to-ceiling windows.

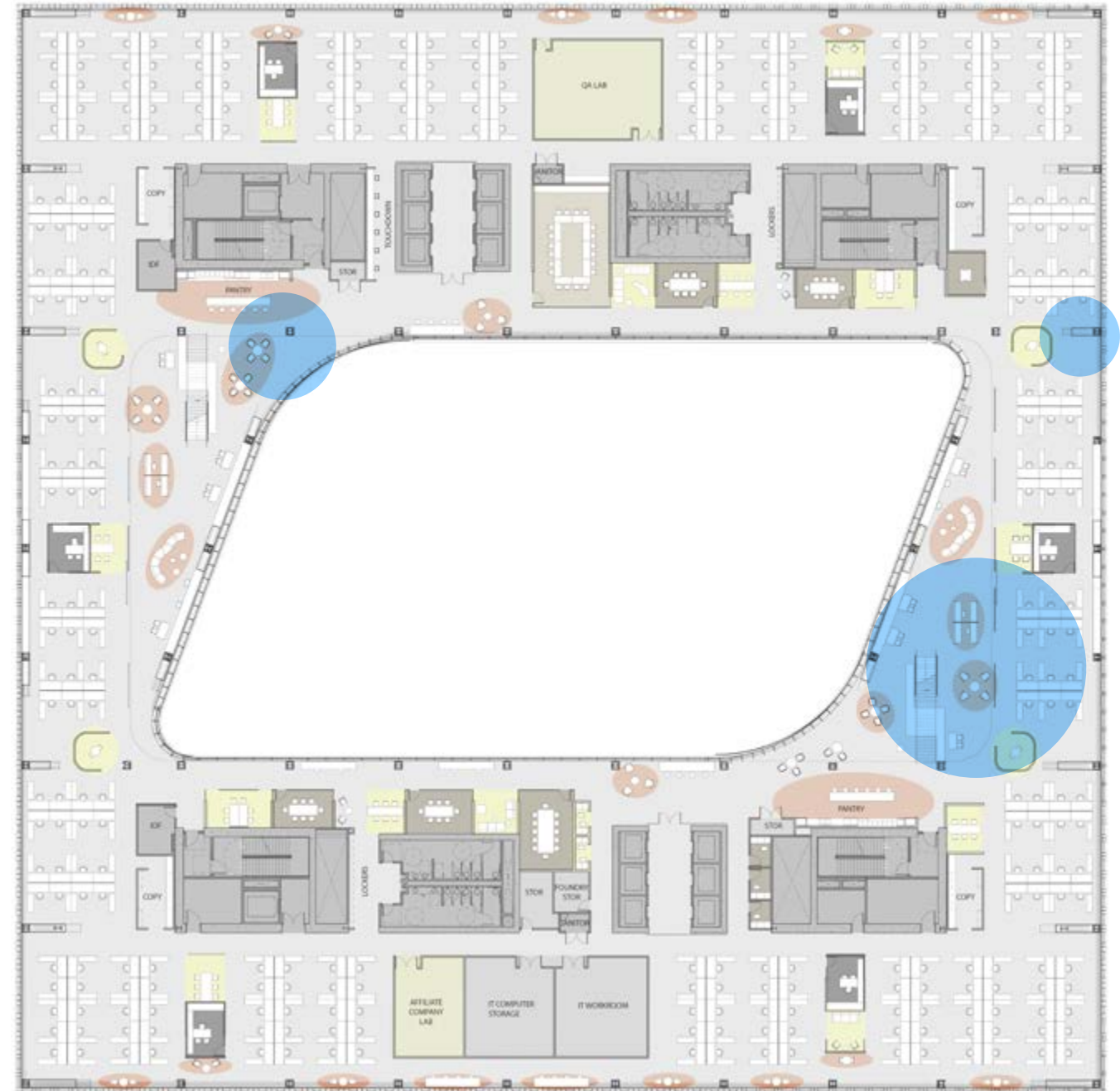




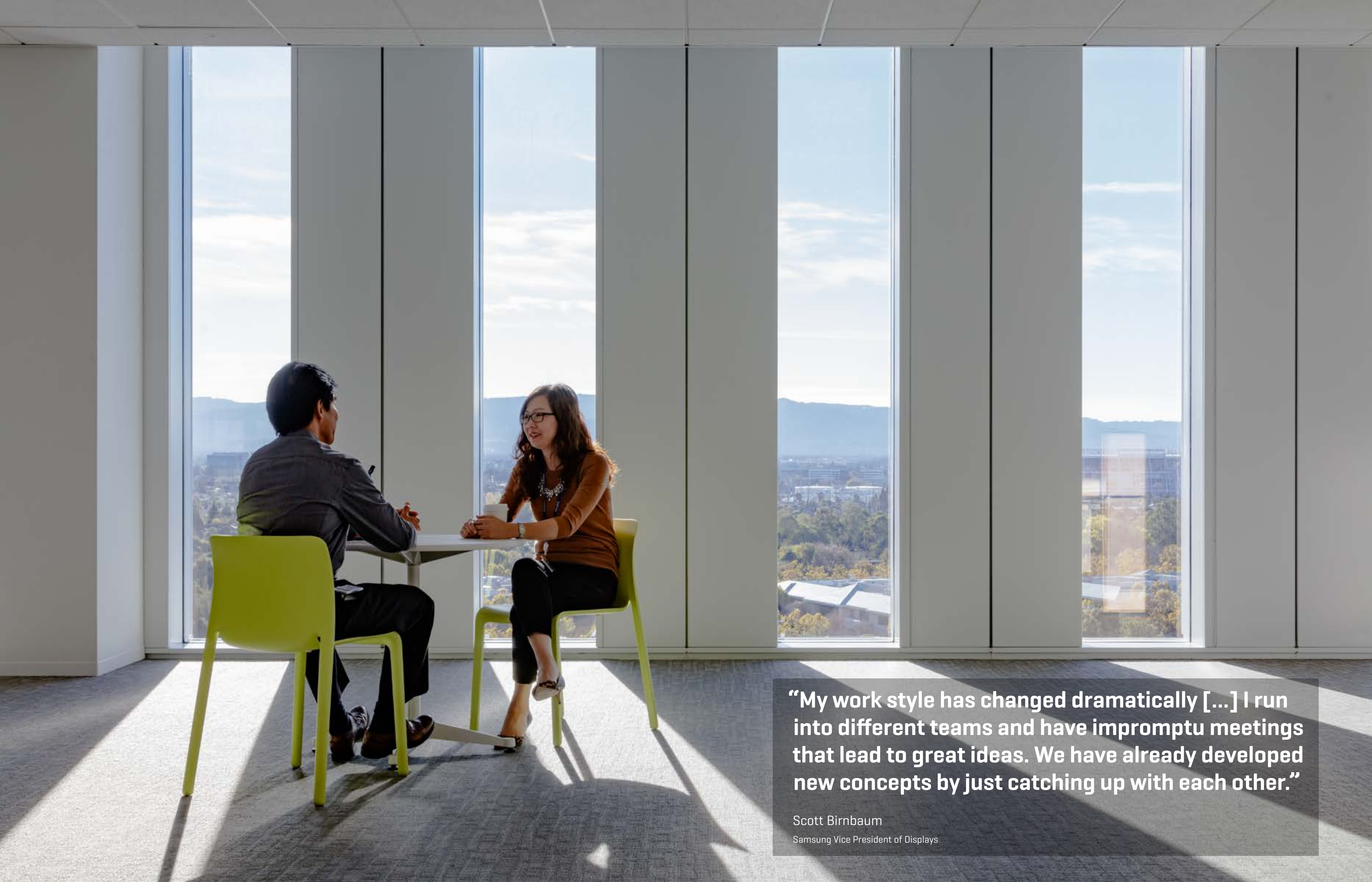
From Social to Focused, Choose Your Adventure

A variety of work zones responds to the full range of work styles and needs.

They are designed so that more socializing happens near the active courtyard, while more quiet, heads-down work takes place near the outside perimeter.



[CLICK TO VIEW LARGER](#)

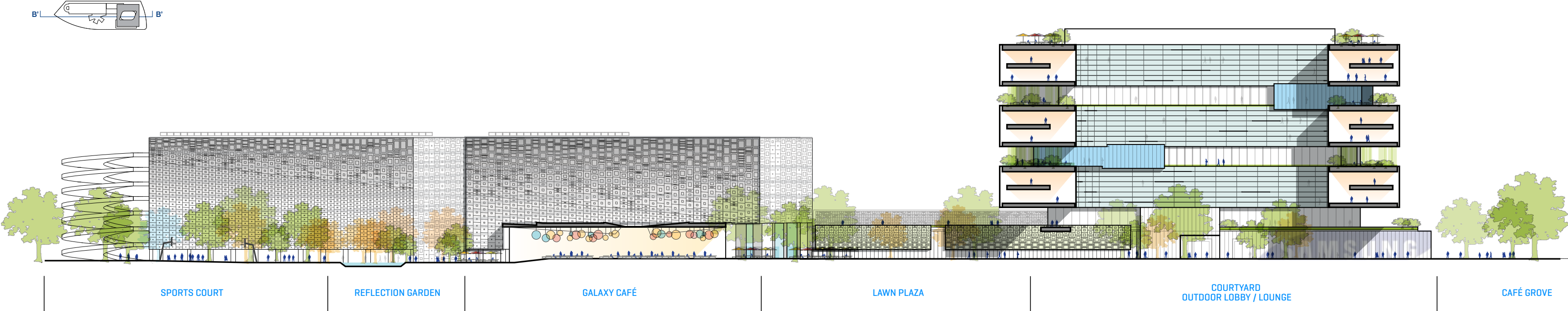


“My work style has changed dramatically [...] I run into different teams and have impromptu meetings that lead to great ideas. We have already developed new concepts by just catching up with each other.”

Scott Birnbaum
Samsung Vice President of Displays

Powering the People that Power Samsung

A spate of amenities ensures that people can find happiness, stimulation and serenity whenever they need to while at work.



SIZE:

1.1 million square feet

COMPLETION:

September 2015

SERVICES:

campus planning, architecture,
interior design, landscaping

ENERGY STAR RATING:

94

SITE EUI:

101.2 kBtu/sf

