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## **Spector Group reveals new design for Pernod Ricard's USA headquarters**

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Pernod Ricard - New York, NY

New York, NY Spector Group, a leading global architecture, interiors and master planning firm, has revealed the redesign for the new USA headquarters of Pernod Ricard, a leading wine and spirits company. Located at 250 Park Ave., the company re-structured how they were utilizing their existing space allowing them to densify from their 67,000 s/f offices to 49,000 s/f on the 16th and 17th floors.

Having designed Pernod Ricard's original office space in 2012, Spector Group reunited with the company to rethink how the firm functions and create a new design that would help drive better workplace efficiency. Through a utilization study of the existing spaces, it was determined that less than 45% of the available seating was being utilized at any given time. As a result, Spector Group replaced the former space's conventional office layout with a free address structure and collaborative space.

Technology enables employees to check in when they arrive at the office.

"After some analysis, we concluded that our design must maximize the space, allowing for the firm's continued growth and the support of various work styles and needs," said Scott Spector, AIA, a principal at Spector Group. "Our resulting design focuses on amenities and neighborhood zones which encourage employee collaboration and highlight Pernod's portfolio brand."

The new design refreshes the current distillery-inspired aesthetic, creating a modern eclectic lounge environment. Throughout the space, curated furniture allows for flexibility in function, enabling employees to choose when, where and how they work. The various work zones are defined by different furniture, lighting and finishes, all of which were designed with a different portfolio brand in mind.

In order to create a flexible and open space, the existing conference rooms on the main floor were removed, which in turn opened up the full bar and lounge area connecting the two outdoor terraces. A barista bar was also added to draw people to the main social lounge zone. Phone booths provide additional quiet space.

"Not only did Spector Group help to bring our vision to life twice, but they also helped us to reconfigure the way our firm functions, increasing communication and productivity two-fold," said Alma Kilcooley, Director, Corporate Services from Pernod Ricard.

Spector Group excels at designing custom innovative workplaces for the future, tailored to clients' specific needs and goals. Some of the firm's most recent office projects include

Heineken USA's headquarters; Federal Home Loan Bank of New York's offices; VaynerMedia's NYC headquarters; DeutschAdvertising's new NYC headquarters; Magnitude Capital's NYC headquarters; WeWork's 222 Broadway space.

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