



Unispace completes 23,200 s/f renovation for Mediterranean Shipping Co. workplace on Fifth Ave.

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Manhattan, NY According to Uni-space, a global leader in workplace creation, the renovation is complete at the 420 Fifth Ave. workplace for Mediterranean Shipping Co. (MSC), a world leader in container shipping. The firm transformed the 30-year-old office space to create an experience for staff and visitors alike.

The 23,200 s/f renovation conveys MSC's global role and evolutionary thinking in the fast-changing shipping and logistics sector. By blending modern workplace design thinking with the best of traditional European aesthetics, the fully reimagined space conveys MSC's brand story throughout, further inspiring and engaging employees and highlighting the firm's global reputation to clients.

The updated office also pays homage to MSC's Italian family heritage. From porcelain finishes to bold color statements, the aesthetic helps paint a clear picture of a firm that is proudly private, family-owned, and focused on connections.

"We're increasingly seeing the value of workplace design that tells a compelling brand story," said Katie Buhl, senior associate, design at Unispace.

"So many brands put all their efforts into translating brand into the client-facing space, they often overlook the positive impact it can have on talent. MSC wanted to create employee excitement about the brand they work for—and this new space brings that vision to life."

Although the project team completed visioning sessions with MSC's stakeholders to outline their goals, halfway through the project, the originally planned two-floor design/build was reduced to one floor, requiring a redesign to accommodate a larger number of people in a smaller footprint.

To support the diverse needs of a multigenerational and growing workforce, the renovated space empowers both traditional and progressive ways of working across private offices and flexible, collaborative space. Large boardrooms and a training room provide additional spaces for internal events and entertaining guests. Open workstations with natural lighting and city views connect staff and welcome collaboration.

For employees, clients and visitors, the custom entry into the café sets the stage for camaraderie and socialization. Its dimensions mirror that of an MSC shipping container and its pantone is the exact color of the company's yellow containers and branding.

With the various changes, Unispace's design, pre-construction, and construction teams worked together to hold to MSC's budget and timeline. Construction tools like Procore helped the teams stay aligned on what was needed, while OpenSpace was beneficial with virtual space walks and QC checks, and Veriwolf helped keep those on site safe with its ability to use facial recognition, take temperatures, and contact trace.

Despite pandemic related challenges, change orders, and redesign, the space was complete a week ahead of schedule, meeting MSC's vision of a bold new workspace that showcases its unique brand and ethos.

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