



Case Study of:
Adshel

At a glance

People: 30
Size: 610 sqm

Services supplied

Design and Project Management services



Trailblazers, innovators and free-thinkers Adshel's new New Zealand HQ

'Out of Home' Media company Adshel are known for being trailblazers, innovators and free-thinkers and it was no surprise when they approached the STACK team to design and deliver their exciting new NZ HQ in Ponsonby's newly refurbished 22 Pollen Street.

With aspirations to create an office they could call their own, the Adshel team gave STACK a completely blank canvas with a brief to transform the space into an environment that truly represented their brand in NZ and the personalities of their talented team. Referencing Adshel's values of "Look under the hood" (Curiosity), "Own it Together" (Accountability) and "Laugh out Loud" (Fun), the new workplace ensures the team is able to function in a social, collaborative and fun environment that also drives them to achieve their business goals.

Key to the success of this project was the strong relationship between both the client and design team and a shared vision that was underpinned by trust and open communication. Being a leading player in the media industry and passionate about the success of their clients, Adshel places a high importance on entertainment and the enjoyment of their space – for both visitors and staff alike. This passion was harnessed by the STACK design team and the flow of the office reflects these intentions. All major client features such as the 16 person boardroom, kitchen café, and the arrival area complete with a "chill couch", TV and ping pong table are situated at the front of house.

This is a completely open style office environment, yet each person has been allocated a permanent desk. Mobile stools were introduced at the end of some desks to initiate and encourage collaboration between team members on a regular basis

Adshel are delighted with their new home. It certainly is a workplace that is fit for a team of trailblazers, innovators and free thinkers and this is fundamental as the company seeks to expand on its recent success in the Australian and New Zealand outdoor media market.



STACK



