

ogitech



The New Logic of Work !



The client of this case is Logitech, a Swiss company that has a foothold in the global keyboard, mouse, and gaming market. With the outbreak of the COVID, the increasing trend of hybrid workspaces, Logitech has become an industry leader in "business video conferencing equipment" and "personal collaboration solutions."



ENJOY
THE
DAY

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WORK SETUP
WINS

WORK FREE
WORKS BETTER

WORK
FREE

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This project aims to create the world's first business collaboration exhibition center, "Logitech for Business". The design of the entire exhibition center is based on office needs and work experience, and is inspired by the concept of wandering through the galaxy, creating a diverse space for collaboration and work. Each space is named after a galaxy planet, symbolizing smooth communication across planets, organizations, and departments. The showcase space provides a direct immersive experience, allowing people to fully experience the new office experience and open up "The New Logic of Work"!







The overall diverse design is combined with modern and fashionable space decoration and AI intelligent technology, including "business video conferencing equipment" and "personal collaboration solutions." The space ranges from a flexible large open collaboration space, large, medium, and small enclosed meeting rooms according to different number requirements, a mini meeting room (Huddle Room) suitable for mobile discussions, to a single-person phone booth that focuses on undisturbed concentration. This makes the office full of inspiration and more efficient.

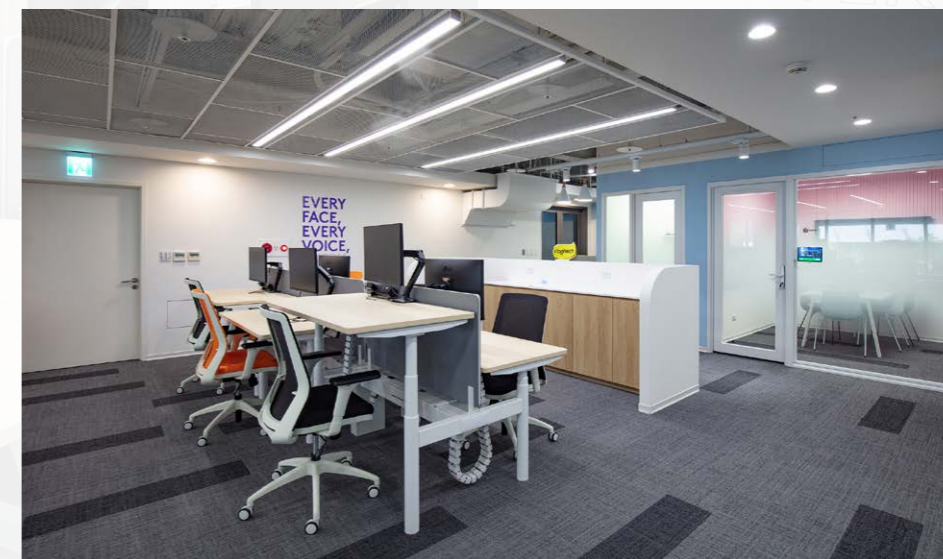


Among them, the spacious and bright lobby space, Logi Galaxy Plaza, is more flexible than a typical meeting room. It can be used for seminars, workshops, professional sharing meetings, employee dinners, and other activities to enhance team friendship and cohesion. In addition, the mini business collaboration space planned in the Galaxy Corridor - the Sun, Moon, and Stars Phone Booth and the Huddle Room - is available.

The enclosed space of the phone booth is suitable for individuals who need to focus on work or hold important meetings. In the mixed office mode, 62% of workers attach great importance to and need the privacy function of the phone booth. The mini meeting room (Huddle Room) is suitable for 2 people for temporary mobile discussions, quick communication, and 1-on-1 conversations with privacy. It is a small, flexible office collaboration space.

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The space design is closer to the actual usage scenarios and needs, highlighting the client's key IT equipment and advanced AI technology. In addition, the Logitech-provided personal collaboration solutions, including mice, keyboards, webcams, and headphones, eliminate distance limitations and create a physical office-like work experience, allowing more companies and consumers to feel the importance of tools for work efficiency and communication. This further encourages investment in and adoption of these tools to enhance work efficiency, promote teamwork and sharing. It perfectly presents a new efficient office experience and opens up people's interest and admiration for The New Logic of Work!