

HAWORTH

Shell's Journey to a Sustainable Workspace in Dubai

2024

Reference
SHELL

Location
Dubai, UAE

Design firm
Gensler



“Designing office interiors is like designing a second home for our staff. Understanding our team’s needs and translating them into a workspace that’s efficient and enjoyable to use daily is key to our success.”

Werner Immelman, Shell’s Portfolio Manager



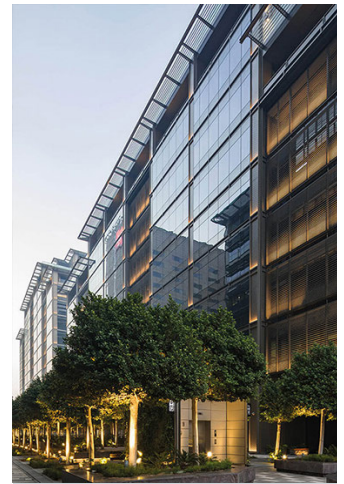
Overview

In the heart of Dubai's One Central Building, Shell, a global energy company with over 80,000 employees, started a journey in 2020 to redefine its workspace. Their vision was not just to create an office but a space that transcended mere functionality - a home for 150 members. The challenge was to balance individuality with teamwork, warmth with focus, and align with Shell's values.

To bring this vision to life, Shell enlisted the help of Gensler and Haworth. Their mission was to create an agile workspace that seamlessly immersed individuals in their work environment.

The design had to adhere to Shell's internal workplace design standards, reflect the company's regional footprint and local culture, and - above all - be driven by sustainability.

Project Specs



- 1200 m2
- 150 people
- Design firm: Gensler

Objective

Create a more agile, sustainable and homy workplace for 150 members, balancing individuality with teamwork, warmth with focus, and aligning with Shell's values.

Solution

A variety of work applications: assigned desks for their trading teams and many touchdown and collaboration areas for the rest of their team.

Result

A sustainable, agile and inviting workspace, reflecting the company's regional footprint and local culture, where Shell's teams enjoy working and welcoming visitors.

An Agile and Sustainable Sanctuary

Sustainability was the North Star of the project.

Marcela Munoz, Associate/Senior Interior Designer for Gensler, emphasised this focus. Shell's carbon-neutral program drove their choices—every selection of furniture, material, and lighting had to meet sustainability standards. Shell's sustainability strategy went beyond mere certification. The project underwent a thorough environmental impact analysis, including a team of consultants who measured and created a carbon footprint scorecard.

This commitment to sustainability was not just about meeting standards, but about setting new ones. In a reversal of the usual process, the team first sought out brands with certifications, leading them to Haworth. They reviewed Haworth's catalogue and adapted their design intention accordingly.

As visitors step into Shell's office, they are greeted with abundant natural light and strategically placed touchdown and collaboration spots. The grandeur of Shell's reception area, adorned with the iconic Shell logo and a towering map showcasing their footprint across the Middle East, leaves a lasting impression.



Fostering Versatility and Adaptability

The boardroom design highlights adaptability and versatility, which is enhanced by the foldable table system. The tables can be configured in a traditional U-shape for boardroom meetings, arranged in rows for training sessions, or removed altogether for other events. The team enjoyed creating multiple furniture arrangements to suit different purposes.

One true innovation lies in extending this flexibility to AV, IT, electrical, and connectivity elements. The coordination between different teams to position floor boxes, cameras, and microphones effectively was crucial.

“What is remarkable about Shell is that they provide a variety of spaces where you can meet and collaborate with others. It is where the magic happens in a way!” Marcela explains.



Work Well. Live Well.

Following the Shell WorkWell fit-out concept, the traders' workspaces offer height-adjustable desks that encourage people to change postures throughout the day. Dual monitors reduce eye strain. The workstations are complemented by acoustic screens for more comfort and privacy.

The Very task chair allows for mobility for collaboration in the workplace. Its intuitive lumbar support enhances comfort to enable performance for a variety of tasks.

Expansive windows allow natural light to fill the entire office, giving workers a mood-boosting connection to the outdoors.



A workspace that not only enhances efficiency but also makes working a pleasant experience, encouraging collaboration, promoting synergy and collective growth.



Meet. Share. Collaborate.

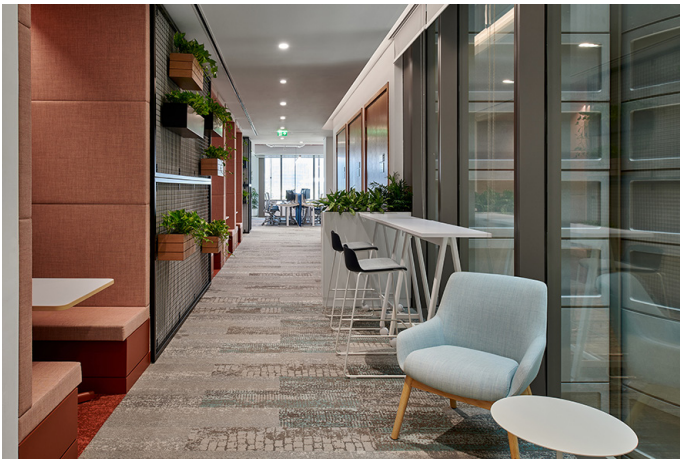
The new space considers all types of work activity, even impromptu team meetings and quick touchdowns. The meeting rooms, which occupy a significant portion of the space, have been designed to accommodate various work styles. Whether in an atelier style or a more conventional setting, the space remains agile. The use of colours played a significant role in creating a warm and inviting atmosphere. These colours not only define the mood and purpose of each space but also contribute to a sense of warmth and comfort.



Shell chose the Nia chair for most meeting rooms due to its versatile design and ergonomic comfort without complex adjustments.

Ensure Peace with Acoustics and Privacy

The office offers spaces focusing on privacy. Along the corridor, you will encounter areas for small encounters. However, the true essence of privacy is captured towards the end of the corridor. Here, the employees find a serene library, a haven of quiet. Nestled within this tranquil zone are the BuzziSpace Pods, sanctuaries where you can retreat and disconnect from the hustle and bustle.





The Shell café, also known as the Energy Hub, has been adorned in lively colours. Like the reception area, this space defines Shell's identity, with its innovative design and commitment to sustainability.

Our customer

Shell, an international energy corporation with a workforce of over 80,000, initiated a real estate downsizing process in the aftermath of the pandemic. The objective was to establish a more flexible workspace in Dubai's One Central Building. Both Gensler and Haworth played key roles in phase 1 of the project. Gensler was responsible for transforming ordinary spaces, while Haworth was tasked with providing dynamic and ergonomic furniture, facilitating a seamless integration of individuals into their work environment.

The expansion project at One Central Dubai (Phase 2) was a decision influenced by the exceptional outcomes of Phase 1. Gensler and Haworth were logically associated with the new project.

Featured Haworth Products

- Nia
- Very task
- Maari
- Poppy
- Poppy lounge
- Immerse
- HAT
- YourPlace
- Drift
- Intuity
- Sprig
- Openest Chick
- Cabana lounge
- Pip table
- Be_hold lockers

Haworth Collection

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| <ul style="list-style-type: none"> • Paravert • Ribbon stool • Gong side table • BuzziCube • Hobo • Marnie • BuzziVille • Newood | <ul style="list-style-type: none"> • Tate Soft • Big Shadow • A-Pult • BuzziShield |
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