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Saatchi & Saatchi HQ Bags Fifth Award

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Bartlett & Associates design takes fifth award for Saatchi & Saatchi Canadian HQ

The redesign of the Canadian headquarters of **Saatchi & Saatchi** has won a fifth award for its Canadian designer, Bartlett & Associates.

The Toronto-based firm focused on looking for a new energy and unique branding for the Saatchi Toronto office, one of 84 globally. The ultimate design was a loft-style space in a high-rise office tower that drew its inspiration from the Saatchi Gallery of Contemporary Art in London.

The latest award, “Best of Competition 2008” from the **American Society of Interior Designers (ASID)**, adds to a previous ASID award for Phase I, a recent **Association of Registered Interior Designers of Ontario (ARIDO)** award and two Best of Canada awards.

Key project objectives for Saatchi were reinforcing a creative, global brand with local character, encouraging teamwork and creating more of a Saatchi community. The project uses various design icons and symbols, including the notably visual **Saatchi Lovemark**, interwoven into the design concept. The exhibition space is defined by scaffolding that plays a dual role as the backbone of custom-designed workstations adding geometrical detail to the space.

According to **Bartlett & Associates** “the layout encourages collaboration and teamwork, allows for impromptu meetings, and imparts a hip sense of energy to the open work space.” A sculptured metal deer head mounted on a forest motif wall of rough wooden slats and dogwood branches in window planters grounded the “Made in Canada” nature theme. The prominent beer tap in the corridor to the Pitch Room adds another distinctly Canadian statement.