

DIAGEO

North American Headquarters
New York, NY

Project Partners

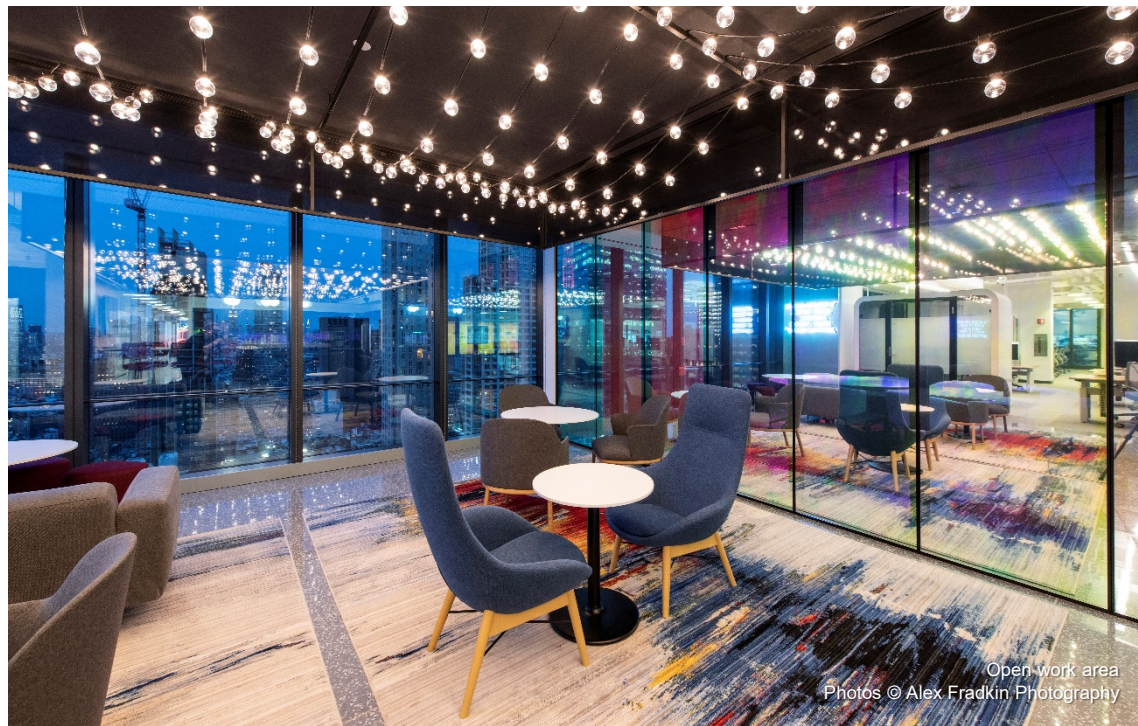
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Trends

Attract + Retain
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Palette of Choice
Real Estate Optimization
Wellbeing

Solutions

Furniture



Open work area
Photos © Alex Fradkin Photography

Diageo's North American headquarters takes on "The Big Apple"

Diageo's new 90,000 square foot North American headquarters in New York City is a modern two-floor space that physically reflects the company's purpose of "celebrating life, every day, everywhere." In 2019 global beverage leader Diageo announced it would relocate the Norwalk Connecticut headquarters to New York with an additional satellite office in Stamford, CT for roughly 800 employees. Located in vibrant Lower Manhattan at 3 World Trade Center, the upper floors promote flexibility and collaboration while offering expansive views of the city.

Cultural shift

Diageo's transition from a traditional to more of a progressive company culture created an open and flexible environment that could easily adapt to change. The leap from 6x8 cubicles and private offices to an open floorplan and free address gave employees freedom to choose where they are the most productive.

With open and closed collaboration areas, various sized conference rooms and a flexible work from home policy, employees can easily connect with others wherever they prefer to work.

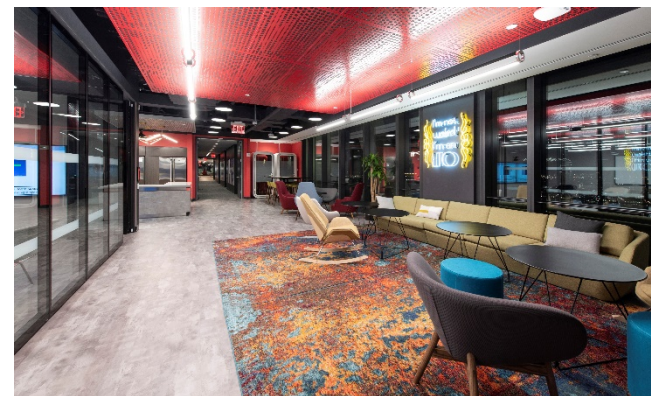
Energetic environment

The vibrant and playful color palette creates an immersive workplace experience to retain and attract new talent.

Designed for maximum connectivity, employees can experiment with a wide variety of dynamic spaces some intended for higher energy work, with others, like sound-proof phone booths and libraries, facilitating privacy and focus.

Each of these collaboration spaces has a unique look and feel relating to different moods (such as relaxed, celebratory and discerning) that create a variety of experiences within the office.

Each conference room has a wine and liquor themed name while happy hour takes place every Thursday at "Bar Deco," which sits high above the city on the 41st floor in NYC and serves as a hub for employees to convene, share and celebrate.



Meeting space



Bar Deco

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Seating surrounding Bar Deco



Open collaboration area

Furniture redesign to support bright, open spaces

Red Thread managed 656 products from 45 different manufacturers all over the world worked to order, track, and deliver to outfit the space.

Custom fabrics are incorporated throughout the space with numerous area rugs to complement the spirit of the city's neighborhoods. With a floorplan that encourages movement throughout the day and furniture for a variety of configurations to maximize creativity, Diageo North America's new home embraces an open culture.

Physical and social wellbeing are central to Diageo's mission, which leadership has emulated from the top down. Leaders were responsive to employee needs and industry trends, which created a vivacious work environment that accurately reflects Diageo's brand values.



Additional soft seating for impromptu meetings



Tech café with neighborhood seating