

Panerai

Milan, Italy



SIZE

16,200 sqft
1,500 sqm

INDUSTRY

Consumer Goods

SERVICES

Strategy
Design
Delivery

Our headquarters for Panerai balances unmistakable contemporary design with loyalty to their historic brand, holistically reflecting their consumer experience and providing space for their team to innovate.

Officine Panerai is a luxury Italian watch manufacturer, founded in 1860, with a worldwide presence and a high-end brand reputation.

We partnered with Panerai to design and deliver their new Milan headquarters. This was a consolidation of their staff from two sections on separate floors in the same building to occupy one floor.

The main objective for Panerai was for the layout of the new headquarters to reflect the standards adopted by their parent company, Richmont Group. This required a smart-working model, while creating an open space supporting informal meetings, collaborative working and relaxation.

To support this process, an increased number of meeting areas including phone booths, focus rooms, and informal meeting spaces support team connection and can accommodate future expansion.

A large break-out area provides a focal point for staff to come together within the new workspace. The design of the break-out area reinterprets and reflects a typical Panerai boutique.

Using light oak, shades of green with warm furnishings and suspended lamps, the space evokes the Panerai consumer experience. It allows staff to engage in a relaxing, familiar environment, and encourages them to socialise. In contrast, the work areas where Panerai's staff fulfil their operational duties is characterised by minimal and neutral tones supporting focus.

With future business aspiration in mind, the new Milan headquarters achieves Panerai's objective of providing staff with a space reflecting the heritage of their brand, whilst allowing them to take stock, collaborate and innovate.

