

Montreal, (Quebec), Canada

BLUE COMMUNICATIONS

Designer · Anne Sophie Goneau, Jean Guy Chabauty

Area · 255 sqm

Photography · Stéphane Groleau

The mandate was to design the new office space of BLUE Communications, an interactive agency. Founded in 1998, the Montreal based company specializes in web development, branding, content creation, ecommerce, social media, mobile apps and databases. Their 2750 sq.ft. corporate space is located in Montreal, on the 8th floor of the Carrefour d'Innovation INGO, a building now own by ÉTS which was previously the brewing tower of the famous DOW brewery.

The mandate was to section different work zone to create a stimulating environment, favourable to creation and encourage communication between each user. The open space allows each user to benefit the spatiality of each area, the natural light from high fenestration and the panoramic view on Montreal. The experience starts from the entrance, transition via a compress space where the blue light from the logo, impregnate us the identity of the agency, BLUE. On the wall, a shark gives the impression of floating in a basin of creativity; a metaphor to express that idea is beyond the border.

The idea behind the whole concept was to play with wide zones of living space to balance up with the 30 feet ceilings. The conference room, closed by high glass panels, floats subtly into the space, yet conserving some privacy. It is the visual continuity of the 36 feet long custom-made communal table; the principal place of regroupment. Adjacent to this area, a row of semi-private administrative offices is divided by white superposed panels that create rhythm. The kitchen space, laboratory-like, is delimited by a long white box placed on the ground. In the middle of the office, the lounge is an informal get together area where all work zones converges.

The uniformity of materials, colors, and chosen furniture fits with the architectural aspect of the space, where the concrete floor has been varnished and the walls; the ceiling pipes and conducts exposed are all painted white. The furniture was custom-made for the space (tables with steel base and surface with integrated wide cover), the sofas and the multifunctional kitchen island.

