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Fusion and BBK complete 15,000 s/f headquarters

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Fusion Design Consultants (Fusion) and BBK Worldwide (BBK) joined forces to create a global headquarters for the patient recruitment leader. Inspired by the contemporary architecture of circular nurse stations in hospitals, BBK's new 15,000 s/f facility was designed to engage, outperform, and retool best practices, including where and how employees work.

"The design process was a collaborative effort with BBK where the goal was to create a unique and dynamic office environment. The open industrial shell and extraordinary ceiling height at Kendrick Street offered the perfect back drop and contrast for the modern circular shape of the pod walls," said Veronica Emig, project designer NCIDQ, Fusion Design Consultants. "The circular concept translates from floating ceiling clouds to flooring materials. A warm neutral pallet with bright pops of color was used to create an inviting office space for employees and clients."

BBK's vision was for the architecture to support inter-departmental innovation, presenting staff with a menu of collaboration spaces drawing teams together, and facilitating a more streamlined partnership and exchange.

From large common areas to relaxed open spaces, the headquarters is equipped with various working options, all embedded with top-of-the-line multimedia technologies to foster engagement and insight - in person and online. Included in the flexible meeting space options is the largest boardroom, built with a garage door, graphically designed by BBK to allow the room to be opened for company-wide meetings, seminars, and presentations.

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