

GLOBAL INSIGHTS

The Future of Workplace Design

Presented by Studio DB with Bella Bertoni

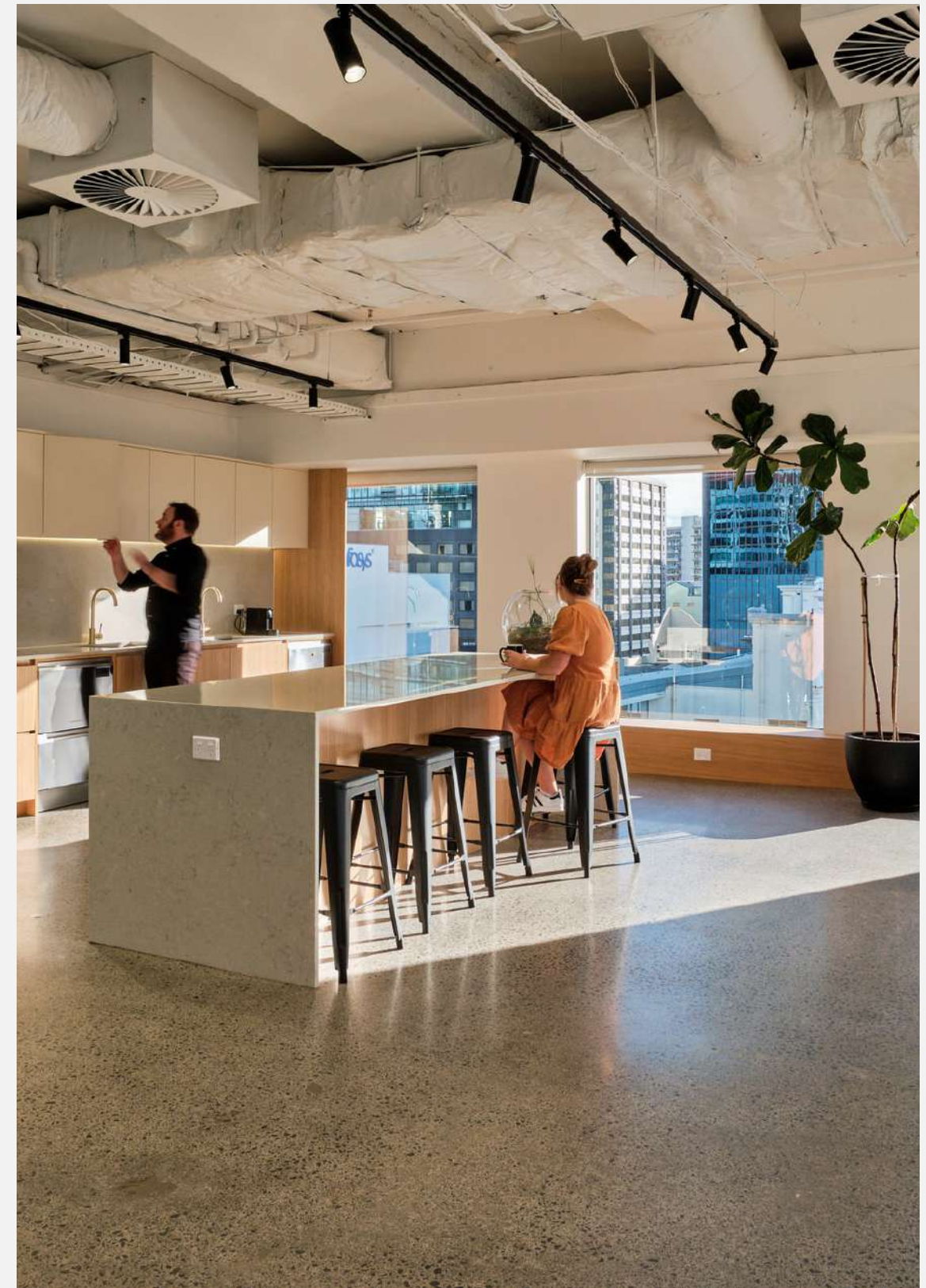
Introduction

Workplaces today are more than physical spaces—they're strategic assets that shape culture, foster collaboration, and drive organisational success. As hybrid work models and evolving employee expectations redefine how we work, design becomes central to creating environments that inspire and connect.

This whitepaper draws on insights from Studio DB's recent event series with Bella Bertoni, a global leader in workplace strategy, exploring how innovative thinking and design can shape the future of work.

Key Themes

- The shift from traditional offices to spaces people genuinely want to inhabit
- Aligning physical environments with organisational goals and values
- Balancing global consistency with local identity
- Prioritising wellbeing, flexibility, and meaningful experiences





Bella Bertoni

WORKPLACE STRATEGY EXPERT

Bella Bertoni is a globally recognised designer and strategist with over a decade of experience in shaping innovative environments through collaborative visioning and strategic thinking. Bella has led international projects, guiding multiple stakeholders to co-create spaces that reflect the evolving needs of how we live, work, and learn.

Her portfolio includes work for some of the world's most influential brands such as Google, Nike, Dojo, and WPP. Her expertise lies in combining foresight and co-creation with strategic consultancy to deliver environments that influence behaviours and drive long-term impact.

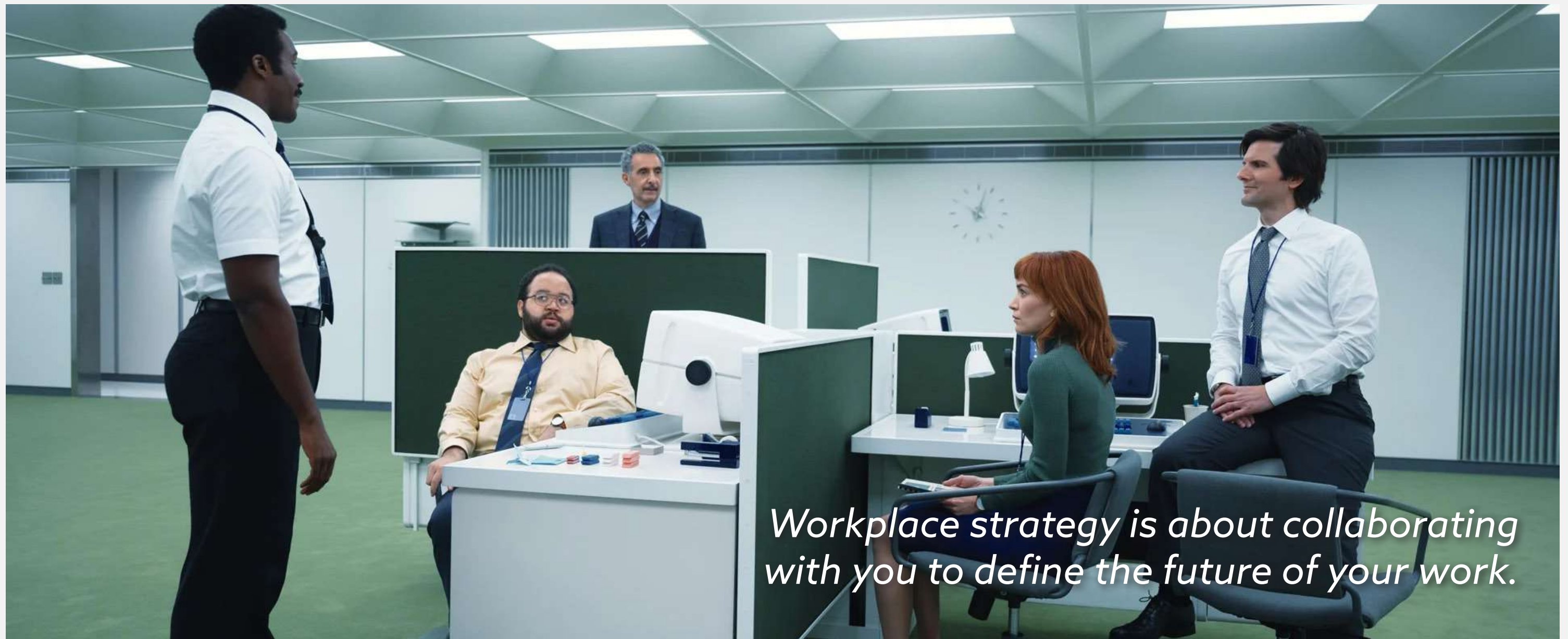
Bella is dedicated to creating environments that align with clients' visions and meets the needs of of thier teams. She is committed to exploring the intersections of design, culture, and future trends. Through the Futures Lab, Bella partners with leaders across industries, offering fresh perspectives on adapting workplaces to global trends and future challenges.



Redefining the Workplace

Bella emphasises the importance of reframing the workplace from being a place employees feel obliged to attend to one they actively want to be part of. How do we change perceptions of going to work feeling like a chore, like something we want to separate ourselves from – think ‘Severance’ – to the workplace being a place we are happy to spend 8 hours a day in.

This shift requires environments that compete with the comforts of home while offering unique value through connection, culture, and collaboration. Design should incentivise attendance, not mandate it, and flexibility is key. Spaces must cater to a range of workstyles, from focused individual tasks to dynamic team collaboration.





Case Study WPP Global Campus

Bella's work with WPP provides a compelling example of how global strategy can be adapted to local nuance. WPP's Global Campus model offers a unified vision while tailoring each location to reflect regional priorities and cultural identity.

Global Strategy

WPP's Global Campus model was guided by a set of principles, influencing descisions, building selection and the behaviours and experiences of all those who occupy them, while also allowing for the spaces to be adapted to suit each region.

Inclusive not Exclusive



Flexible and Connected



Healthy and Active



High Impact and Long Term



Membership not Ownership



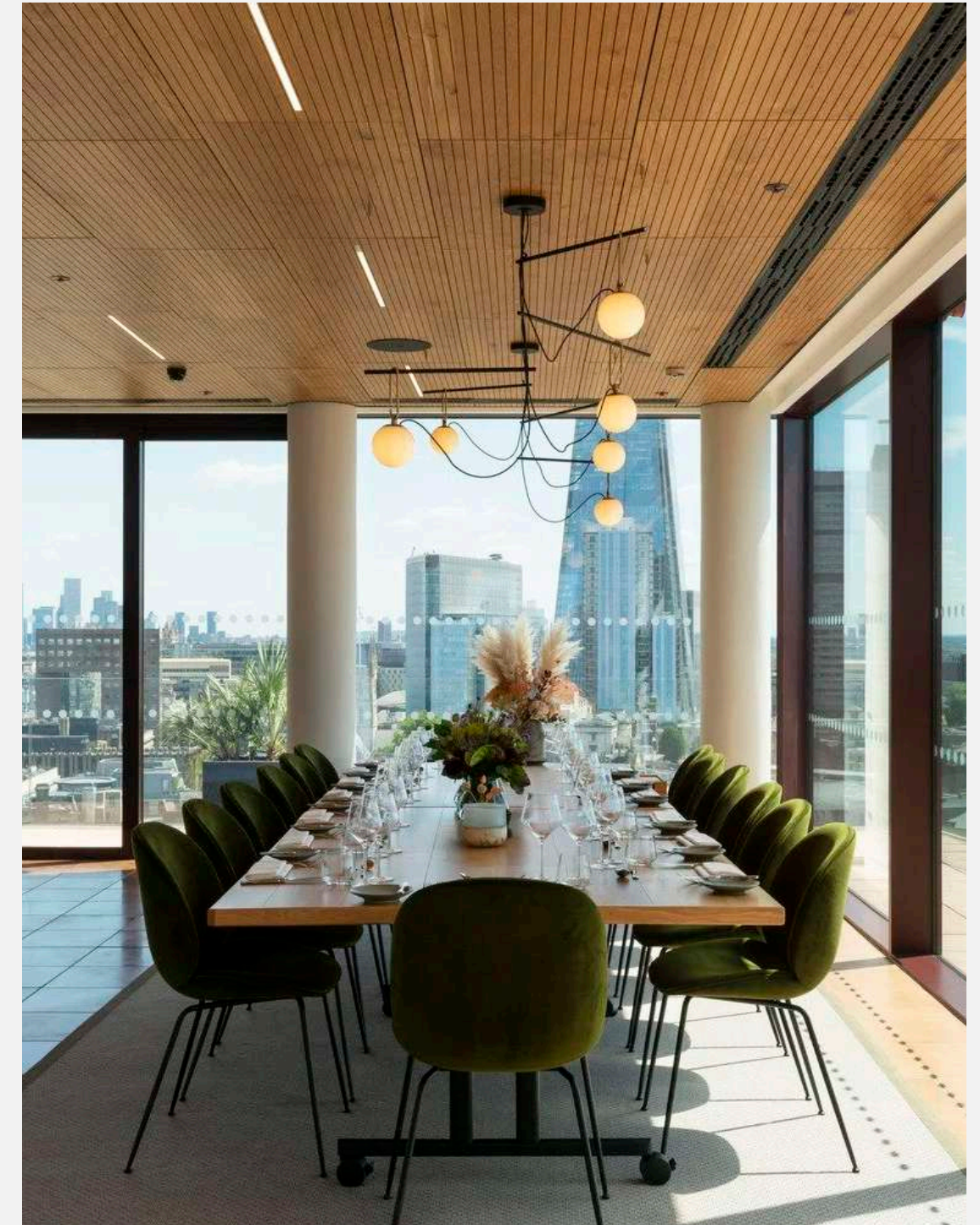
Sydney

WPP Sydney's campus shows how cultural narrative can be thoughtfully integrated into design. While part of a global framework, the Sydney team wanted to avoid feeling like the workspace was a global concept imposed on them. The design champions Australia's local identity and independence, featuring Aboriginal art throughout the space to reflect the distinctive character of the Australian market.



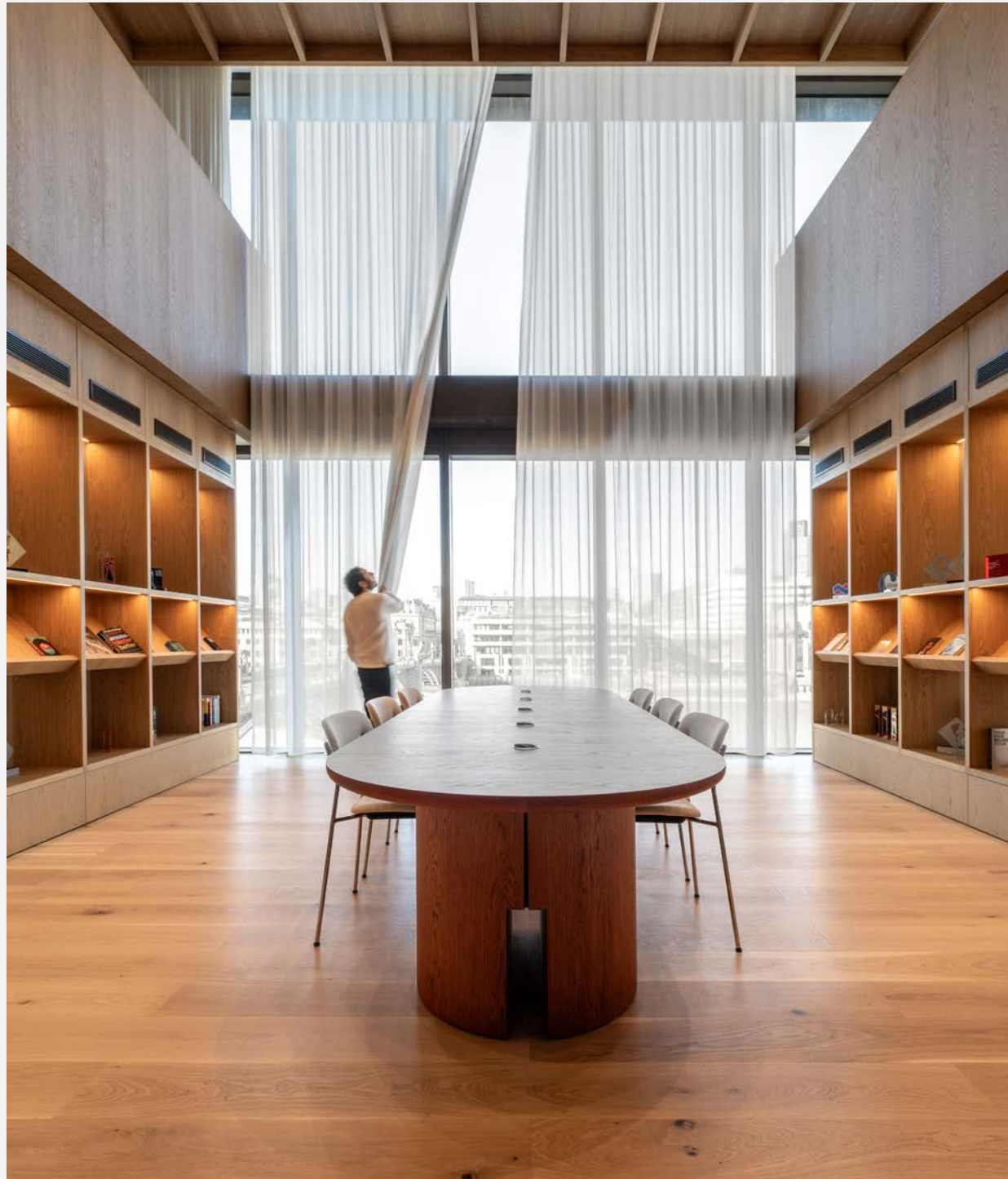
Rose Court

In London, two campuses in close proximity, Rose Court and One Southwark Bridge, were designed to complement each other. Rose Court puts employees at the centre, creating a vibrant environment that champions wellbeing, collaboration, and creativity. Generous breakout spaces, wellness initiatives, and flexible work zones make it a hub for connection and innovation. Located just across the bridge from One Southwark Bridge, Rose Court gives staff the freedom to choose the setting that suits their needs. Together, the two campuses deliver a seamless experience, balancing employee-focused spaces with areas dedicated to client engagement.



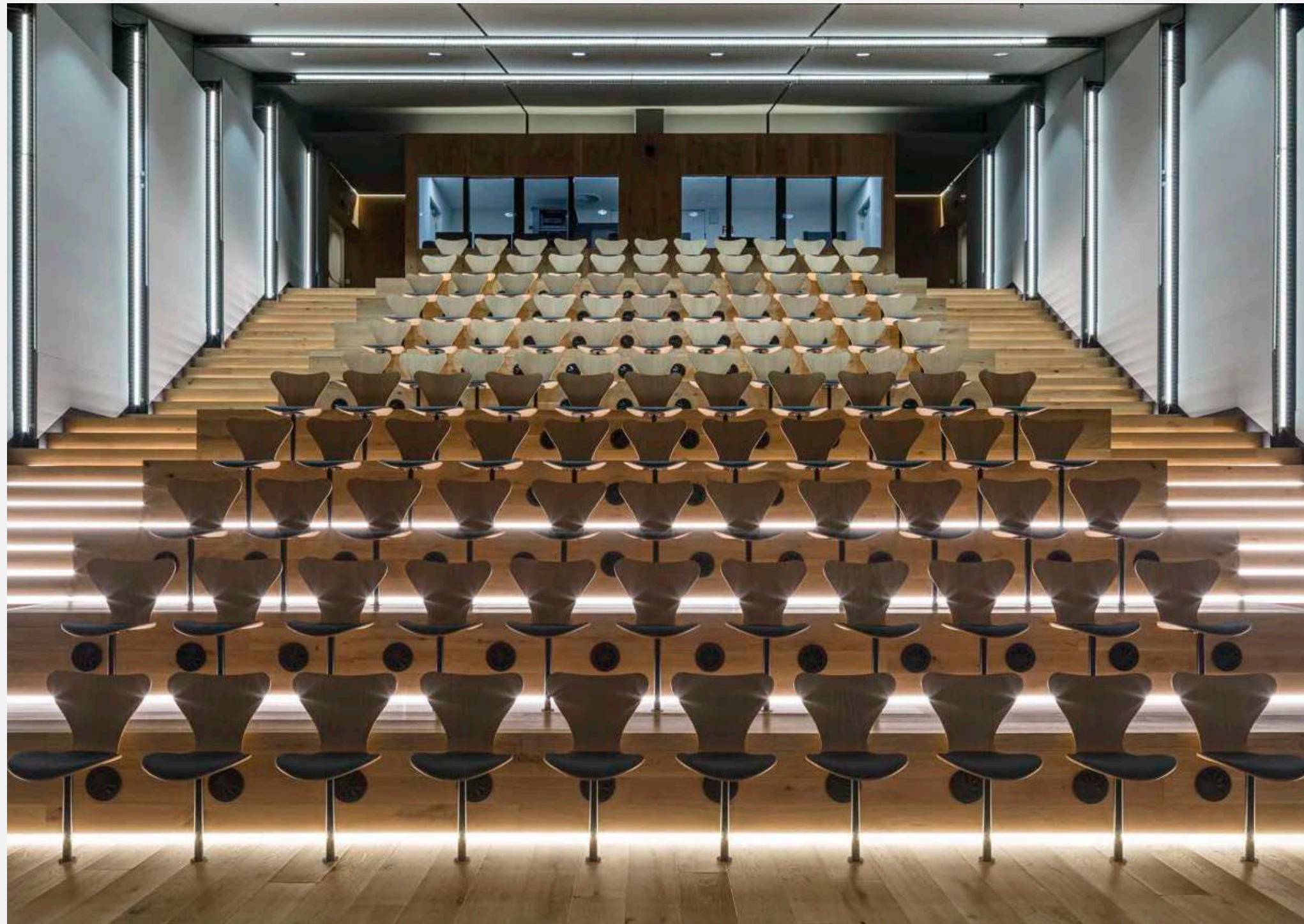
One Southwark Bridge

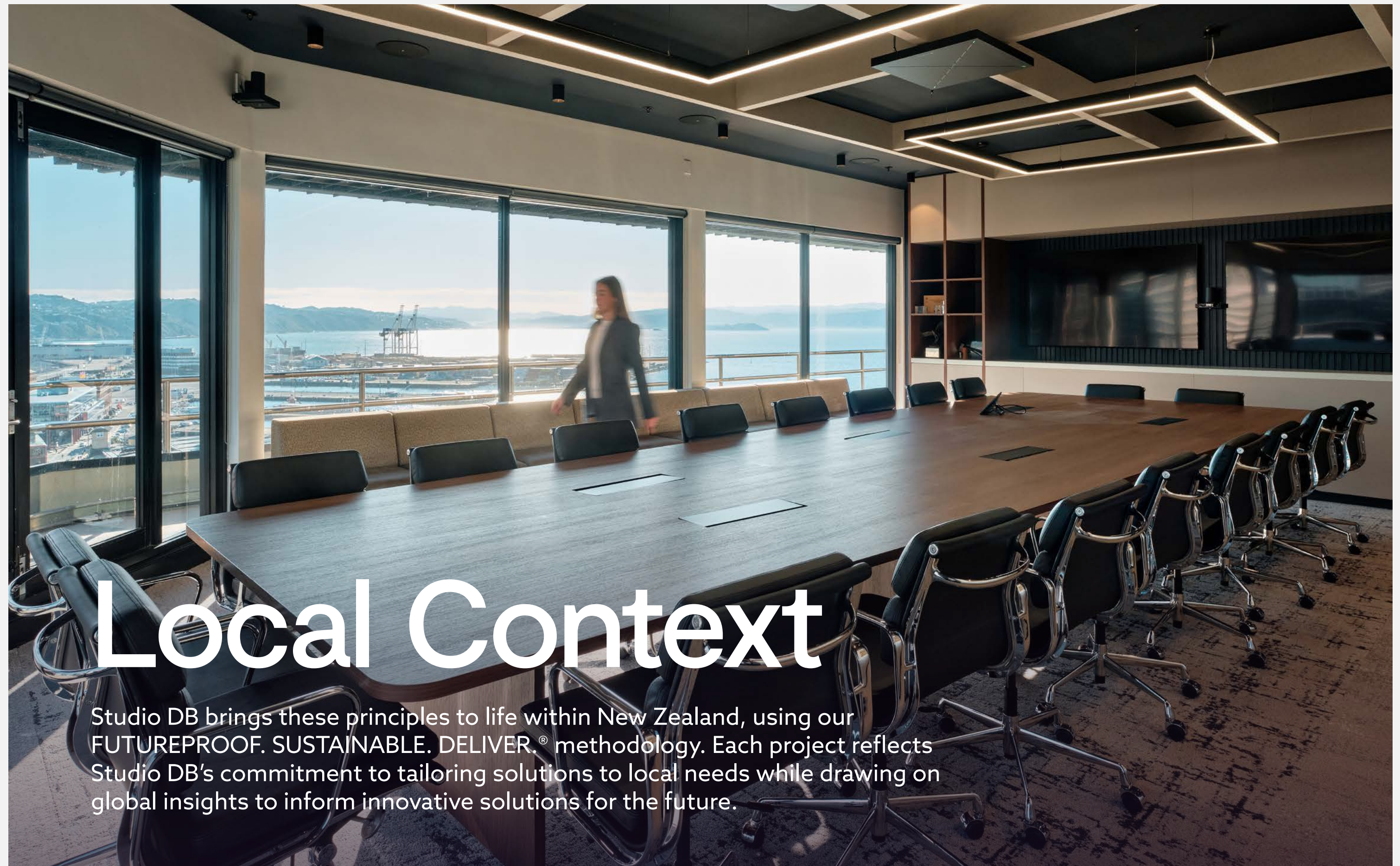
One Southwark Bridge is tailored for client engagement, offering premium spaces that elevate collaboration and professionalism. Activation rooms, media suites, and an innovative focus library provide the perfect setting for strategic discussions and quiet, concentrated work. Its proximity to Rose Court means employees can move seamlessly between the two campuses, accessing spaces designed for different purposes. Together, they form a connected ecosystem that blends client-centric sophistication with employee-focused creativity.



Madrid

The Madrid campus focuses on future development, with an education-led design supporting the next generation. Training rooms, lecture halls, and collaborative spaces encourage learning and cross-departmental interaction. Thoughtful wayfinding promotes chance encounters, fostering innovation and knowledge sharing while balancing global consistency with local relevance.

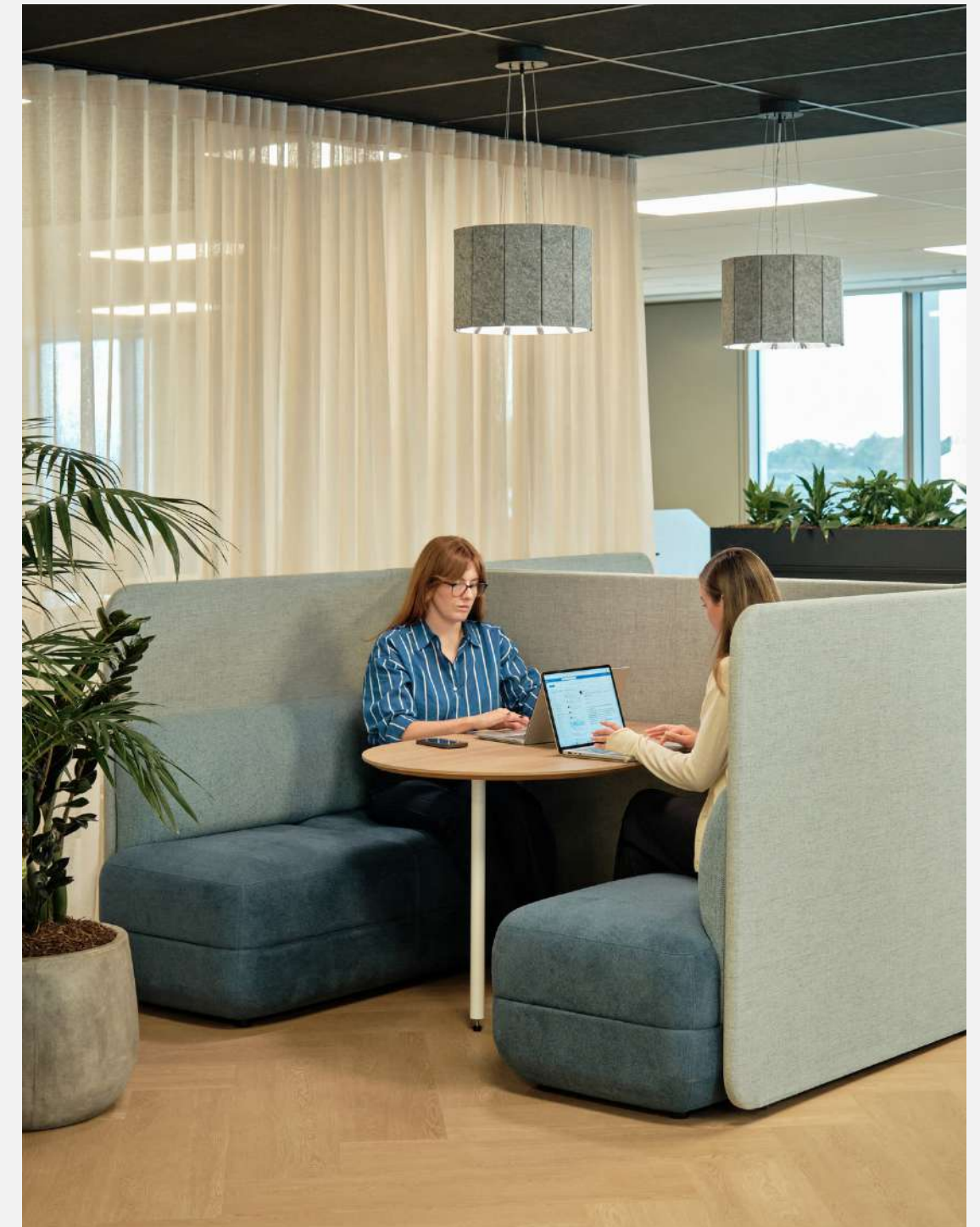




Studio DB brings these principles to life within New Zealand, using our FUTUREPROOF. SUSTAINABLE. DELIVER.® methodology. Each project reflects Studio DB's commitment to tailoring solutions to local needs while drawing on global insights to inform innovative solutions for the future.

Latitude Finance

At Latitude Finance in Auckland, the focus was on creating an inspiring environment that encourages employees to return to the office. Studio DB engaged with the client's values and vision, ensuring the workspace would reflect both their rich heritage and its forward-thinking culture. The design maximises the buildings panoramic views and natural light, with open-plan workstations, flexible meeting rooms, and a vibrant café breakout area fostering connection and creativity, resulting in a workspace that empowers Latitude Finance's team and positions the company for future success.



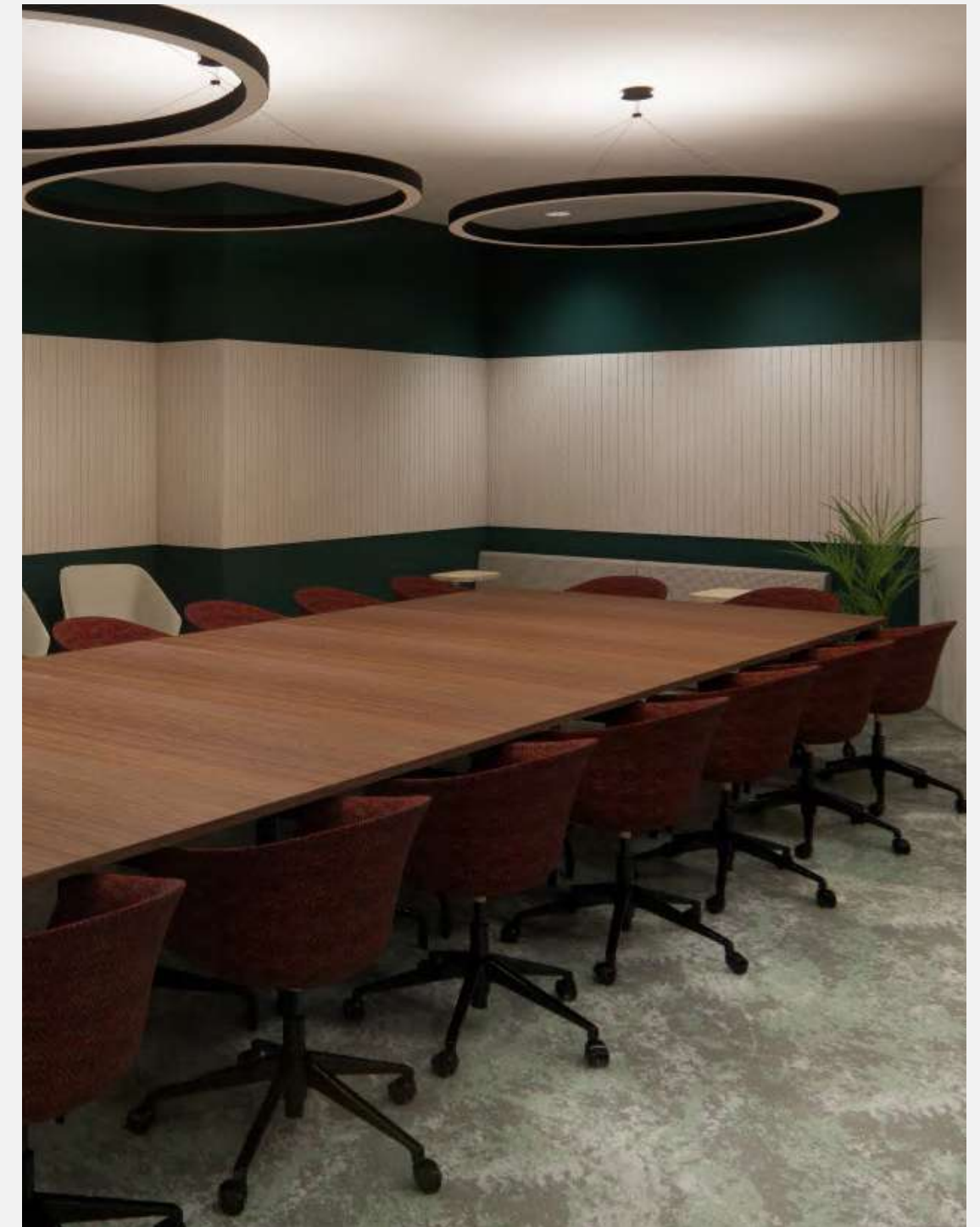
Heartland Bank

Heartland Bank's new Christchurch workspace reflects regional behaviours, with end-of-trip facilities supporting cycling and active commuting. After reviewing current and future needs, Studio DB secured a location that meets operational goals and cultural aspirations. The design uses earthy, grounded tones to honour the bank's heritage while looking ahead. By consolidating operations onto a single floor plate, the space fosters collaboration, breaks down silos, and strengthens culture. Adaptability is built in, futureproofing the hub to meet the demands of a changing industry.



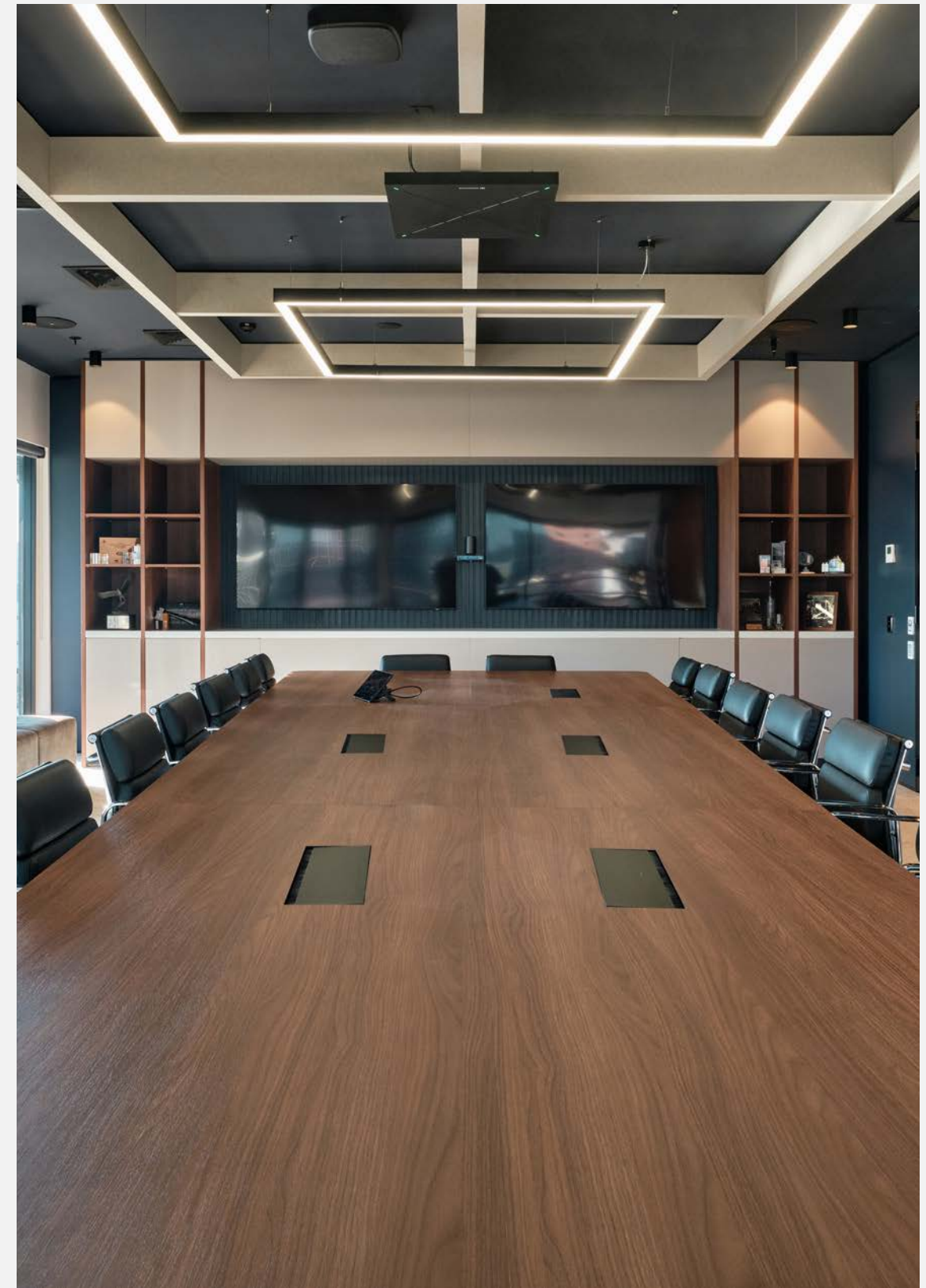
Financial Markets Authority

In Wellington, the FMA workspace was designed to optimise space utilisation for a hybrid workforce, balancing efficiency with an exceptional employee experience. The layout supports flexibility, collaboration, and adaptability, ensuring the environment meets evolving ways of working without compromising comfort or culture.



The future of workplace design is rooted in strategic thinking.

Workplace design is most effective when aligned with organisational objectives and employee needs. Flexibility within global frameworks is essential to accommodate local behaviours and cultural nuances. Above all, spaces that inspire and connect people are vital for attracting and retaining talent in a competitive market.



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Thank You

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