# Liquid Design's Core Areas of Focus When Designing Office Headquarters



Undisclosed Headquarters

Over the years we have discovered that designing an office headquarters can present a variety of challenges, but one of the most significant is balancing the competing needs and desires of the various stakeholders involved in the project. So, we spend a lot of time getting to a position of understanding the company's business and its operational priorities to help navigate the design process. Some of the other challenging aspects of designing an office headquarters may include:
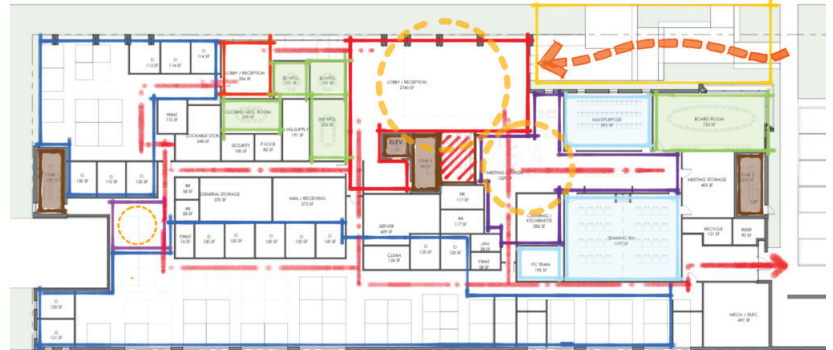
# 1 SPACE PLANNING

One of the most important aspects of designing an office headquarters is creating a functional and efficient layout that meets the needs of the company and its employees. This requires careful consideration of the company's workflow, staffing levels, and other operational requirements.
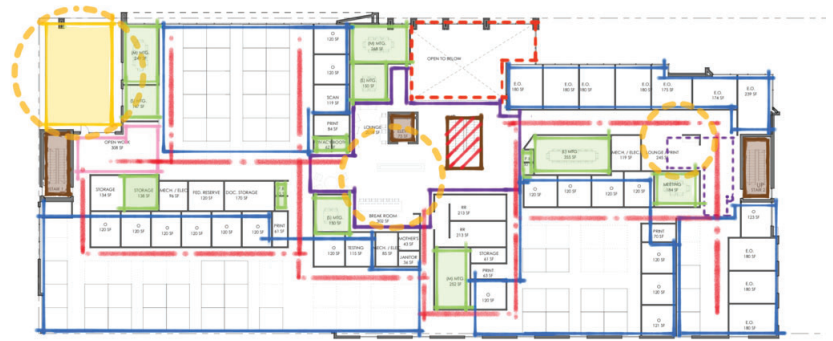


Conceptual second floor plan



Conceptual first floor plan



Heels.com Headquarters

# 2 BRANDING AND IDENTITY:

An office headquarters is often seen as a physical representation of a company's brand and identity. Balancing the need for a distinctive and memorable design with the practical considerations of space planning and budget can be a significant challenge.



Adaptative Health Headquarters
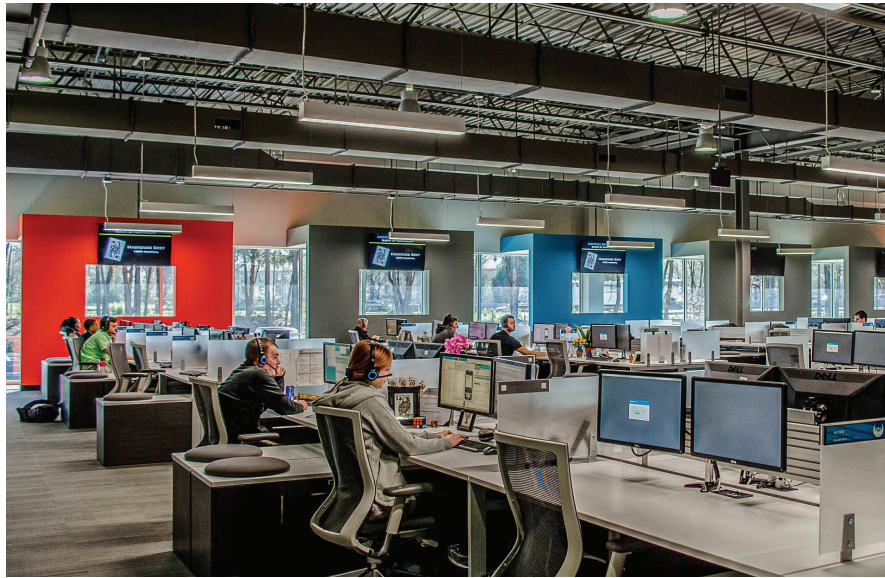
Velocitor Solutions Headquarters

# 3 INTEGRATION OF TECHNOLOGY:

Modern office headquarters must be designed with the latest technology in mind, including advanced networking, AV systems, and other digital infrastructure. Integrating these systems into the design requires careful coordination with IT and AV consultants.



Undisclosed Headquarters

# 4 SUSTAINABILITY AND ENERGY EFFICIENCY:

Many companies today are looking to design their office headquarters with sustainability and energy efficiency in mind. Achieving these goals requires careful attention to building orientation, daylighting, HVAC systems, and other factors.

**Overall, designing an office headquarters requires a multidisciplinary approach that balances the needs of the company, employees, and other stakeholders, while also considering the practicalities of space planning, branding, sustainability, and technology integration.**



Direct Digital Headquarters