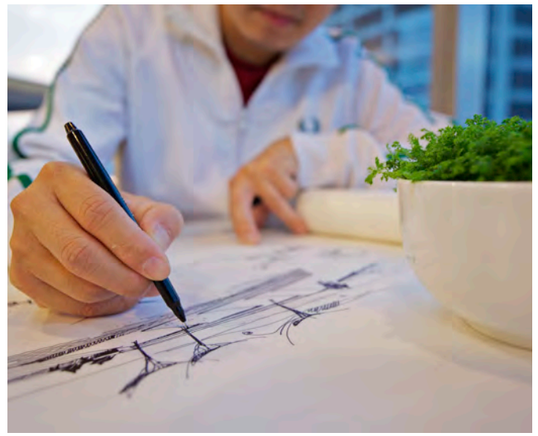
nbbj

HIGH-PERFORMANCE ENVIRONMENTS

Corporate Practice

NBBJ'S CORPORATE PRACTICE



Who *we are*

We Embrace and Empower Meaningful Change

NBBJ is a different kind of design practice, one that helps our clients drive innovation by creating highly productive, sustainable spaces that free people to live, learn, work and play as they were meant to.

Founded in 1943, NBBJ has locations in Beijing, Boston, Columbus, London, Los Angeles, New York, Pune, San Francisco, Seattle and Shanghai. Our global network of "renaissance teams" includes more than 700 researchers, strategists, architects, anthropologists, planners and interior designers who generate ideas that have a profound and lasting impact.

Our Ideas Have Impact. Our Work, Works.

Like other firms, we apply the latest science and research to make our buildings stronger, more sustainable and more efficient. But we dig deeper to understand how the spaces we design will impact human behavior. Our people-centered, holistic "Change Design" process empowers us to understand, envision and design solutions that create meaning and value.

We gather all perspectives and consider every angle. This depth of understanding allows us to deliver the right solutions to the right problems, so our clients arrive prepared to unleash their full potential from their very first day on site.

What *we can do for you*

Best Practices

Corporate Environments & Campus Planning: We understand that corporate environments are constantly changing and we recognize that effective design must enable flexibility, and fresh ideas. Your space is both an asset fostering discovery and an integral business strategy tool, linking people and technology to learning, innovation and collaboration. We believe that form follows human need. Our process differs from other firms' in that we measure the performance of people, not space. We understand that designing a campus requires thoughtful planning and innovative problem-solving tailored to your business and unique culture.

Visioning: This very effective method engages all the key stakeholders early in a project and provides an outlet for identifying each of these individuals' ideas and visions for the new work environment. NBBJ has developed several visioning activities that can be customized depending on your culture and goals of the project.

Establishing Design Principles: Building upon the principles of your already established workplace guidelines, early engagement with the user group or user representatives to establish project-specific design principles provides everyone, including the future occupants, with a baseline understanding and guide for the goals and intentions of the new office environment. Throughout design, these principles serve as the compass and allow for consistent reasoning in the decision-making process.

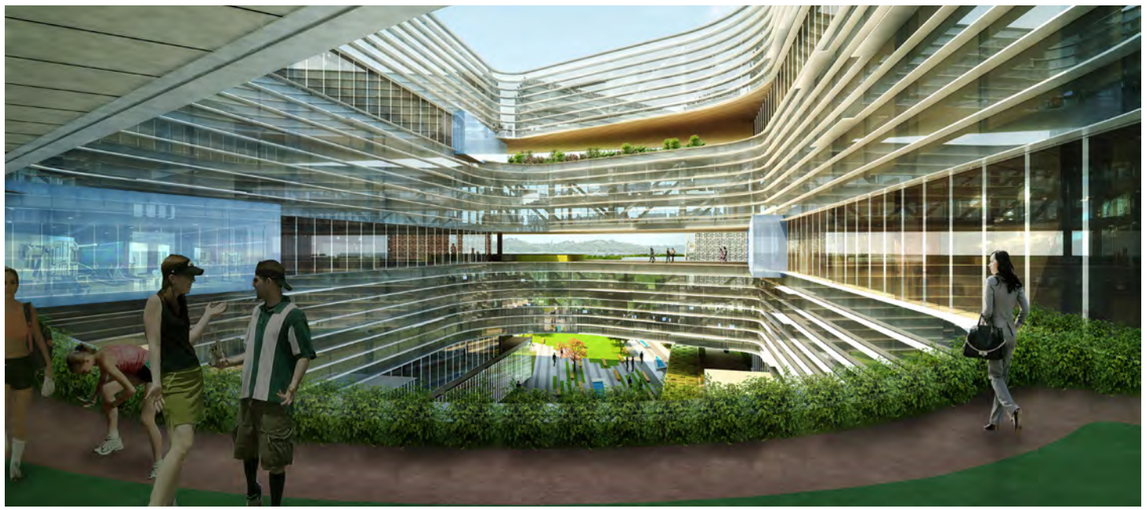
Global Teams: Our project teams are developed based on the needs of your vision and are comprised of experts who, regardless of location, are strategically partnered to provide the highest level of service and experience. You will benefit from a small, locally-based core team that will provide hands-on, personalized service throughout the life of your project.

Our Services

Design
- Architecture
- Branding
- Environmental Graphics
- Interior Design
- Landscape Design
- Lighting Design
- Tenant Improvements

Planning
- Feasibility Studies
- Master Planning
- Facility Planning
- Workplace Strategy

Consulting
- Change Management
- Design Research
- Rapid Prototyping
- Business Strategy
- Post-Occupancy Evaluation
- Transition Planning



HIGH-PERFORMANCE ENVIRONMENTS

Today, in our highly competitive world, more is needed to differentiate one project from another. Design has become a powerful tool in this process. Our approach combines research and discovery, collaboration, in-depth client involvement, and the cultivation of innovative ideas to create memorable high performing environments that not only elevate our clients' enterprises enabling them to attract the right tenants for their specific project's success; but also adds incredible value to the city, neighborhood and community. Great design results from smart and beautiful solutions. We are able to drive operational efficiency and return on investment, while maximizing the user's experience in every aspect: working, living, and experiencing the city.

Today's Corporate Campus

Being at the forefront of technological advancement in the design of smart office buildings for progressive corporations and high-tech companies has given us a unique perspective on where the corporate campus will likely trend in the future. In partnership with internationally known consultants we are on the front lines, designing headquarters for many of the top global technology companies including Amazon, Samsung, Google, Microsoft and Tencent.

By working directly with the end-users, we know how to prioritize and address specific needs. Designing for change is paramount; this includes understanding growth and anticipating and not precluding changes in practices and technology to ensure cost-effectiveness. Understanding what the next generation worker wants requires real data and continuous research.

Corporate *Trends:*

1. Changing Demographics
Tech is dominated by young entrepreneurs, but that is changing as employees age. The Wall Street Journal reports the average high-tech founder is 28, two years older than last reported. We're responding by creating sophisticated environments — not just bouncy seats or zip lines often favored by younger employees, but also massage rooms or walking paths — for a diverse demographic.

2. Knowledge Sharing
Often high-tech companies require higher degrees of collaboration and creative interaction than other industries, with the increased technical requirements that result. To meet these needs, many of the environments we are creating include lab and data facilities adjacent to more traditional office space and meeting rooms.

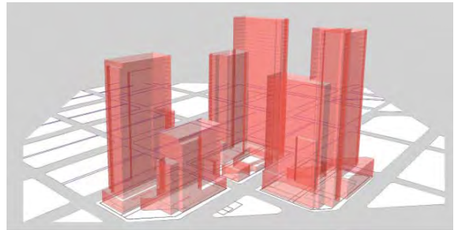
3. Desire for Wellness
Our clients value their employees' health and want their workplaces to promote healthy and holistic lifestyles. This can be accomplished with solutions as diverse as wellness clinics on campus; spaces for farmers markets, exercise and fresh air; or healthy foods and drinks provided to employees.

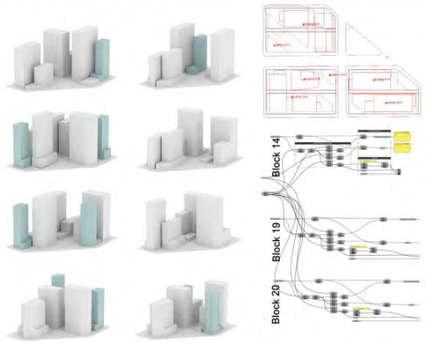
4. Digital Meets Physical
Many high-tech companies are open to new workplace thinking that could lead to greater innovation. Currently, we're looking into human interface devices, digital touch points (like digital-physical integrations), customized mobile apps that provide new ways to analyze work behavior and performance, and greater access to natural light and the outdoors.

5. New Architecture Technologies
Architecture is changing with the widespread adoption of computational design and building information modeling (BIM), which provide better data for the design process and allow clients to make more informed decisions about their buildings--from walking times between offices to levels of exposure to nature.

Design *Computation*

Proof@Concept





Technology is radically changing the ways in which we live, work and play — and design buildings. NBBJ has evolved from using the drawing boards and 2D CAD systems of the 80's and 90's and more recently Building Information Modeling (BIM) to the next step in our technological evolution with the use of Design Computation. NBBJ is a leading the way with this new design approach using algorithms to link geometry with data to address specific problems. It provides unprecedented opportunities to design higher quality buildings and create greater opportunities for our clients.

With the use of Design Computation we can develop intelligent, flexible building models and tools unique to a client's project that provide instant visual feedback along with key supporting data to help us "prove" our design concepts at the earliest stages. This approach enables designers to quickly explore a wide range of design variations that ultimately improves the quality of the buildings we design, saving the client money and optimizing the human experience.

Value to you

Speed & Efficiency: Fewer people can do more in less time = less cost for the client.

Proof@Concept: Environmental performance, layout efficiency and cost can be evaluated algorithmically, making it easier for designers to explore a wide range of options with full confidence that client requirements are met.

ROI: Improving the qualitative human experience through good design has shown to increase the overall efficiency of the people who reside within it. Happy places = healthy, efficient people. Sightline analysis, travel times and other variables that affect the qualitative experience of a building or urban environment, beyond just simple metrics, can directly impact the financial success of your project.

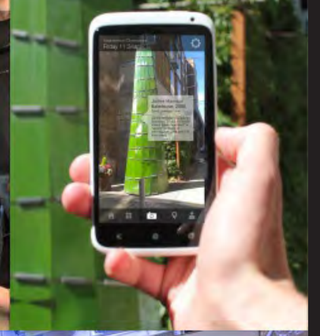
Workplace design:

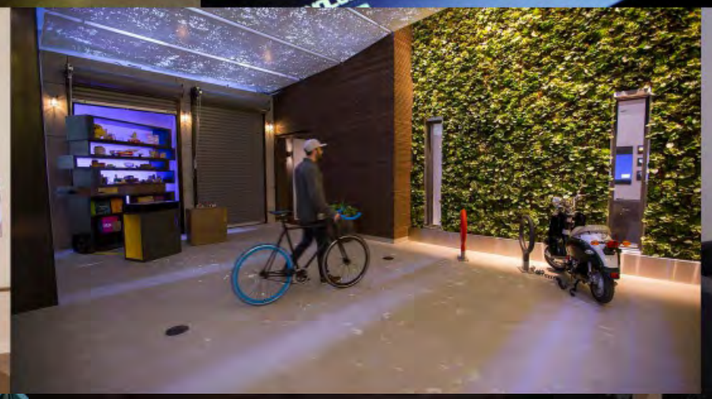
- Distance/walk time from every desk to every bathroom, kitchen, and conference room.
- Amount of daylight hitting all work surfaces to ensure that desks get enough light without too much glare.
- Consolidation of workspace per square foot with multiple design plans to evaluate pros/cons of each configuration.

Campus/Urban Planning:

- Spatial arrangements can be generated to satisfy required or static areas and adjacencies.
- Travel times determined on a larger scale as they pertain to parking garages and other buildings.
- Building exposure and solar energy can be calculated to avoid overshadowing and maximize views.
- Complex metric relationships are refined such as parking count/ratios, rough construction costs, zoning envelopes, etc.
- Detailed drawings for fabrication and construction are quickly created for advanced designs.







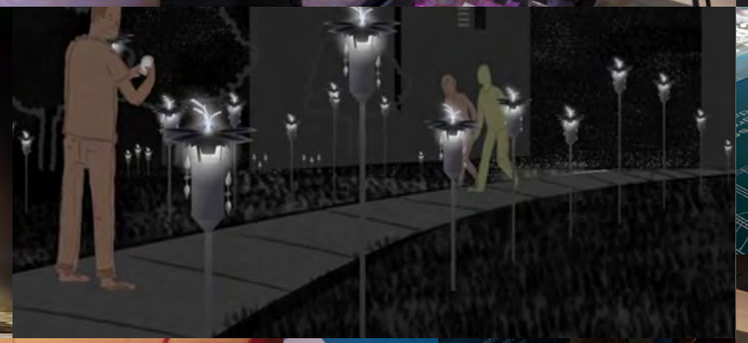
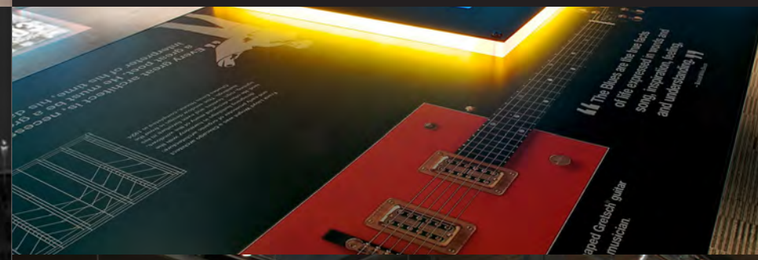
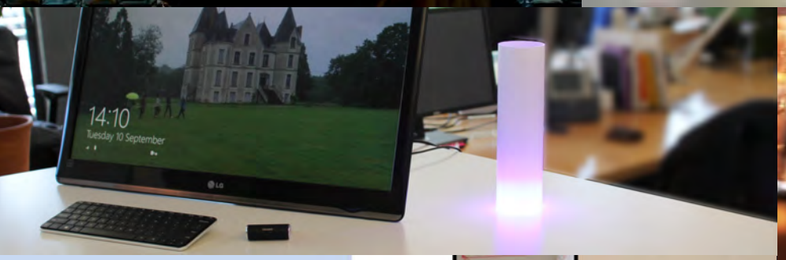

Experience Design Studio

We believe that society values places that communicate and shape meaning. “Place” has an evolving role in the world. Society is finding significance in traditional, geographical networks, as well as new, technologically-facilitated relational networks. People are considering alternatives for what architecture has classically provided to the world.

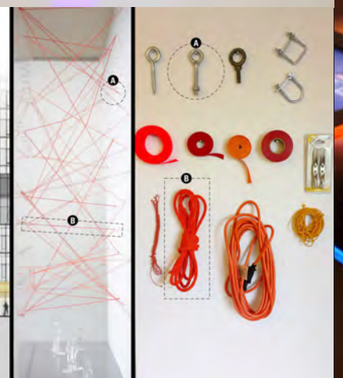
It is our hope that by understanding this evolution, we will be equipped to work with like-minded visionaries to create projects that communicate and shape meaning. These projects will be the city’s most valued assets.

These images capture our current work plus the work of others who we think inspire intelligent design.







LEED PROJECTS

Alley 24 East	2005	SILVER
Retsil Skilled Nursing Facility (WA State Verans' Home)	2006	GOLD
Brigham & Women's Hospital - Carl J. Shapiro Center	2008	SILVER
General Aviation Facility Logan Airport	2008	GOLD
UC Merced Sierra Terraces	2008	GOLD
505 First Avenue	2009	SILVER
Cleveland State University College of Education	2009	GOLD
Seattle Children's Bellevue	2010	GOLD
Greater Boston Food Bank	2010	SILVER
Bill & Melinda Gates Foundation	2010	PLATINUM
University of Pittsburgh Benedum Hall	2010	GOLD
Miami Valley Hospital Heart and Orthopedic Center	2010	SILVER
Evy of California	2010	GOLD
UCLA Pauley Pavilion Renovation	2010	registered, tracking GOLD
Bloomberg Hong Kong 18th Floor	2011	PLATINUM
Russell Investment	2011	GOLD
Massachusetts General Hospital Lunder Building	2011	GOLD
U Pittsburgh Benedum Hall MCSI	2011	GOLD
Department of Information Services (DIS Data)	2011	registered, tracking GOLD
Department of Information Services (DIS Office)	2011	registered, tracking PLATINUM
Seattle Opera Center	2011	registered, tracking SILVER
University of Utah L.S. Skaggs Pharmacy Research Bldg	2011	tracking GOLD
GLY HQ	2012	GOLD
US Federal Courthouse | Seattle	2012	registered, tracking SILVER
Benteh Nutah Valley Native Primary Care Center	2012	SILVER
Genentech Building 20 Office Renovation	2012	SILVER
Bloomberg Hong Kong 25th floor	2013	PLATINUM
US Federal Courthouse	2013	GOLD
TCC Fairbanks Clinic	2013	GOLD
88 Kearney	2013	SILVER
Sutter Castro Valley Clinic	2013	SILVER
Bloomberg Oslo	2013	PLATINUM
Superior Court of California (San Joaquin Co.)	2013	registered, tracking GOLD
Southeast Louisiana Veterans Health Care System Replacement Medical Center	2013	registered, tracking GOLD
SLVHCS - Pan Am Office Building	2013	registered, tracking SILVER
SLVHCS - Dixie Research Building	2013	registered, tracking GOLD
LACCD LA Mission College Student Services Center	2013	registered tracking PLATINUM
Superior Court of California (Shasta)	2014	tracking GOLD
Bloomberg Oslo	2014	registered tracking GOLD
NYU Langone Medical Center Kimmel Pavilion	2017	registered, tracking PLATINUM
Nationwide Children's Hospital Research Building 3	2012	registered, tracking SILVER
Google Bay View Campus	2015	registered tracking PLATINUM
Bloomberg Shanghai	2010	PLATINUM
Palo Alto Medical Facility (PAMF)	2015	registered, tracking GOLD

We are commited.

Sustainable Futures

NBBJ is committed to meeting the energy reduction goals of the AIA 2030 Commitment, and that commitment affects every project we do. It's not enough for us to point to a handful of exemplary projects; this is about our collective performance and the impact we make, for the benefit of our clients and for the larger world. The current target is 60% below the national average pEUI for similar buildings, and that reduction target moves to 70% in 2015. The ultimate goal is a net-zero energy firm portfolio by 2030. It's true that many of our projects are in sectors that will be challenging, and that working internationally adds new layers of complexity to the challenges. It's also true that we have the world-class expertise that will enable us to meet these challenges. It can be done!

Big Savings:

Because many of our projects are very large and often energy-intensive, the incremental savings do have a big impact. In a very rough estimate, our US portfolio equates to about .5% of US new commercial construction put in place annually. Clearly, our performance matters! And our savings were significant. The cost saved for our clients alone - $13 million annually - is something we are proud of.

RELATIVE SQ FOOTAGE OF PROJECT

Civic

1 Bakersfield Courthouse
2 Sino-Singapore Exhibition Hall
3 Stockton Courthouse
4 Karamay Engineering Library

Office / Workplace

5 Bay View Campus
6 Gates Foundation Campus
7 Keppel Beijing Aether Square
8 Sino-Singapore Office
9 The Spring District B16
10 The Spring District B24
11 Uralkali Headquarters
12 Vanke Shanghai Hongqiao
13 Columbus Metropolitan Library
14 Samsung SS1
15 Karamay Engineering AB
16 Karamay Engineering IE
17 Xi-am Yanchang

Healthcare

18 AUB Ambulatory Care
19 Borgess Health
20 Kaiser Oakland MOB
21 NYU Kimmel Pavilion
22 Palo Alto SCC
23 Providence Cancer Center
24 Riverside Methodist Hospital
25 SLVHCS Medical Center
26 SLVHCS Pan Am
27 Valley Medical Covington
28 VAOMC Omaha

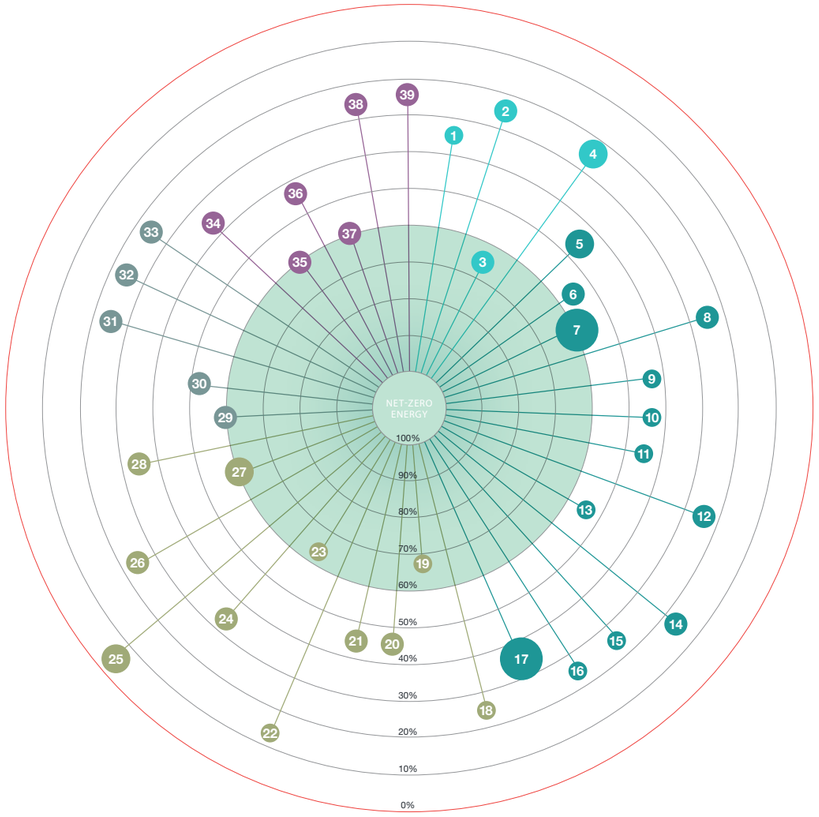
Science & Higher Education

29 Suffolk University
30 WSU Biomedical
31 Karamay Engineering EE
32 Karamay Engineering ME
33 Karamay Engineering PT
34 Brigham and Women's BBF
35 Koo Foundation
36 SLVHCS Research Building
37 OSU OARDC

Other

38 Samsung Electronics R&D
39 Sino-Singapore Multi-family

Energy Reduction Percentages towards Net-Zero



The Boeing Company

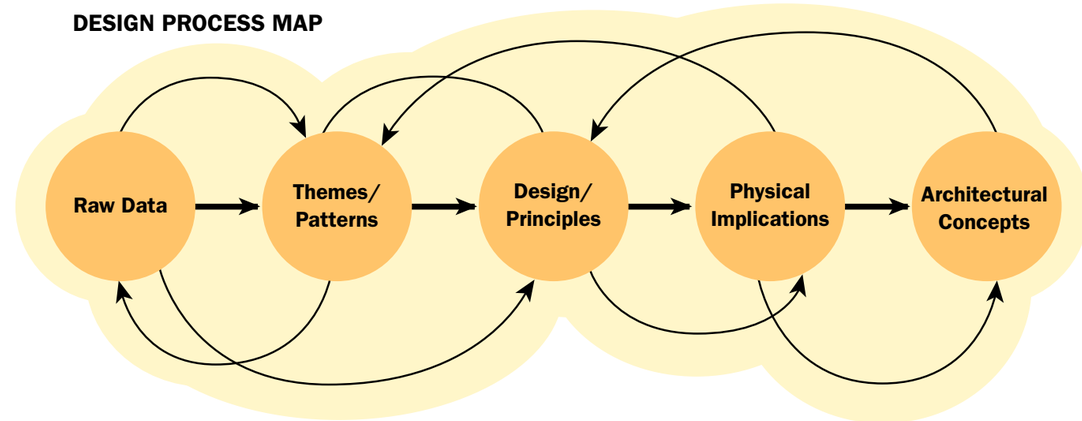
Move to the Lake (MTTL) | Everett, Washington

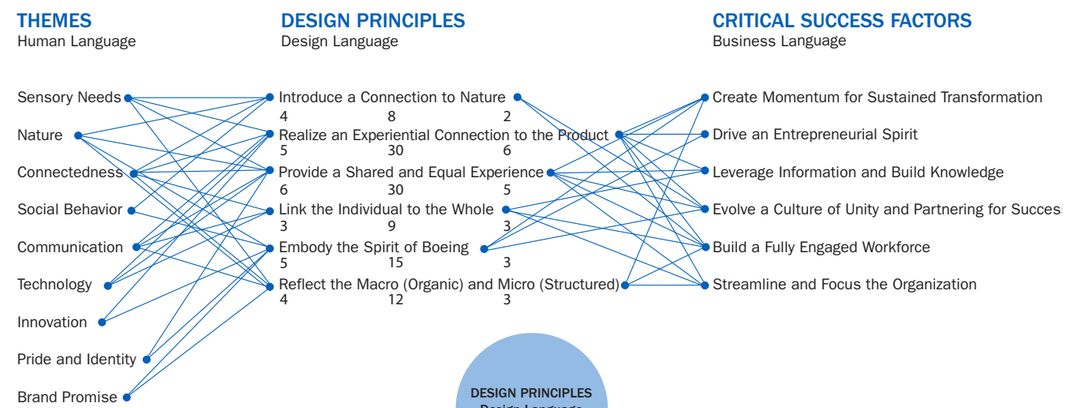
Looking to add value by aligning their process around the product, Boeing decided to bring the aircraft designers' offices to the production facility and reunite employees with the products they design and support.

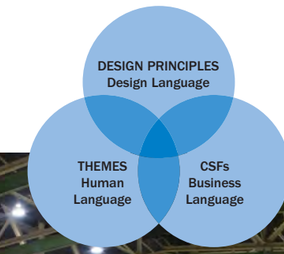
With the goal of launching a leaner, more efficient approach to aircraft production, NBBJ worked with the Boeing Company to enable organizational change. The project streamlined the production assembly system by bringing together engineers and assemblers into one unified facility—marking a cultural shift for the company and resulting in airplane production time being cut in half, from 22 to 11 days for each plane.

NBBJ's design for this workplace renovation created office areas in the factory with translucent and transparent walls that provide workers with a constant visual connection to the airplanes. Work spaces are designed with equality and openness in mind; no employee is enclosed in a hard-walled office. The space and furniture systems allow collaborating groups to sit near each other, and there is plenty of room for spontaneous gatherings.

DESIGN PROCESS MAP







The Boeing Company

Future Factory | Everett, Washington

The Future Factory is an initiative designed to change the culture, teaming relationships and facilities used in building commercial airplanes. It's based on the successful implementation of a similar initiative in Renton, Wash., called Move to the Lake. The project's goal is to transform Boeing's Everett assembly building—the largest building in the world by volume and home to the 747, 767, 777 and 787 airplane programs — into a manufacturing environment that enables lean production while also attracting and retaining the best and brightest engineering talent.

The design team introduced daylight (skylights) and large-scale light reflectors to designate collaboration zones, provide the armature for factory-wide wayfinding graphics, and bring nature inside. The rhythm of skylights and white walls in each production bay provides an organizing and calming repetitive structure within an otherwise organic and chaotic factory environment. Every component was designed to be modular, and applicable to future expansion.

The addition of daylight, coupled with a bold wayfinding system in the largest building in the world, has been consistently praised by Boeing employees as an inspiring solution. To create an understandable and more human scaled space, the designers approached the workplace design simply, by creating small neighborhoods defined by shared collaboration zones. The use of bold color and branded imagery in the interior of each neighborhood intentionally corresponds to the overall factory-wide color coded wayfinding system.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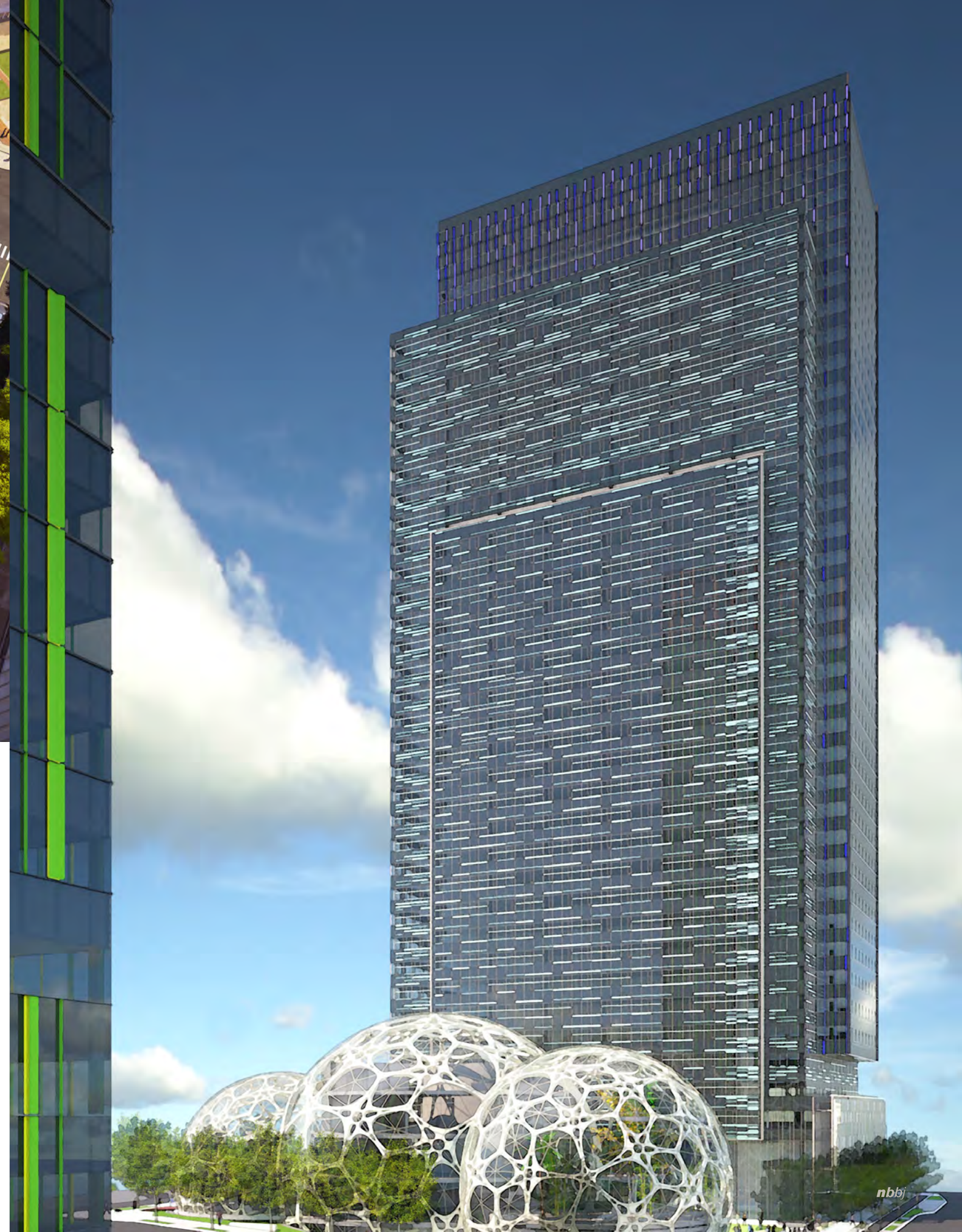
Amazon | Seattle Headquarters

Seattle, Washington

NBBJ is working with Amazon.com to revitalize Seattle's Denny Triangle neighborhood with the creation of a new corporate office space, ground-level retail and public amenities. To reflect the client's community-focused culture, the design seeks to build a neighborhood rather than a campus. Therefore, urban design principles play a prominent role in the project with emphasis given to ground level activity and diversity in building character.

The project had very complicated entitlement challenges that required the three block project to be permitted as a Planned Community Development (the second one ever attempted in the City of Seattle). The benefits of re-orienting the buildings to optimize solar orientation and the desire to activate open spaces at the street level required NBBJ to secure three alley vacations (one on each block) from the Seattle City Council in less than one year – a city record.

This large, three block project is located just a short distance away along Westlake Avenue with a goal of establishing Westlake as a boulevard and linking the Denny Triangle with the South Lake Union neighborhood. Consisting of 3.3 million SF of new corporate office space in three 37/38-story office towers with a large meeting hall and ground level retail, our design priority was to establish a sense of place through the provision of pedestrian scaled public spaces such as mid-block connections, plazas and play fields.



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Telenor World Headquarters

Fornebu, Oslo, Norway

Due to a changing market, Telenor had to re-invent itself from a successful public monopoly that had been operating for over 150 years to one of many providers in a competitive market. The project consolidated 40 buildings into one new waterfront headquarters and through the world's largest implementation of "hot desking," where employees do not have dedicated workspaces, the new campus transformed the way in which the company conducts business.

The headquarters accommodates 7,500 employees sharing 6,000 workstations, 225 meeting rooms, 40 video conferencing sites, four restaurants and three coffee bars. An open floor plan, casual meeting places, and social amenities facilitate the exchange of ideas as employees unplug and come together to work.

To bring the project's scale to a personal level, the design team created a "Powers of Ten" concept that presents a variety of zones where people can work alone or in groups ranging from four, 40, 400, and so on. In addition, each work area is connected via an atrium to provide areas for interaction. Technology was used as the key to connect people by designing an infrastructure that provides wireless connection and access to email and files wherever and whenever needed. To this end, employees have been liberated from being tethered to a desk or office and this new way of working has made it much easier to access knowledge and people.


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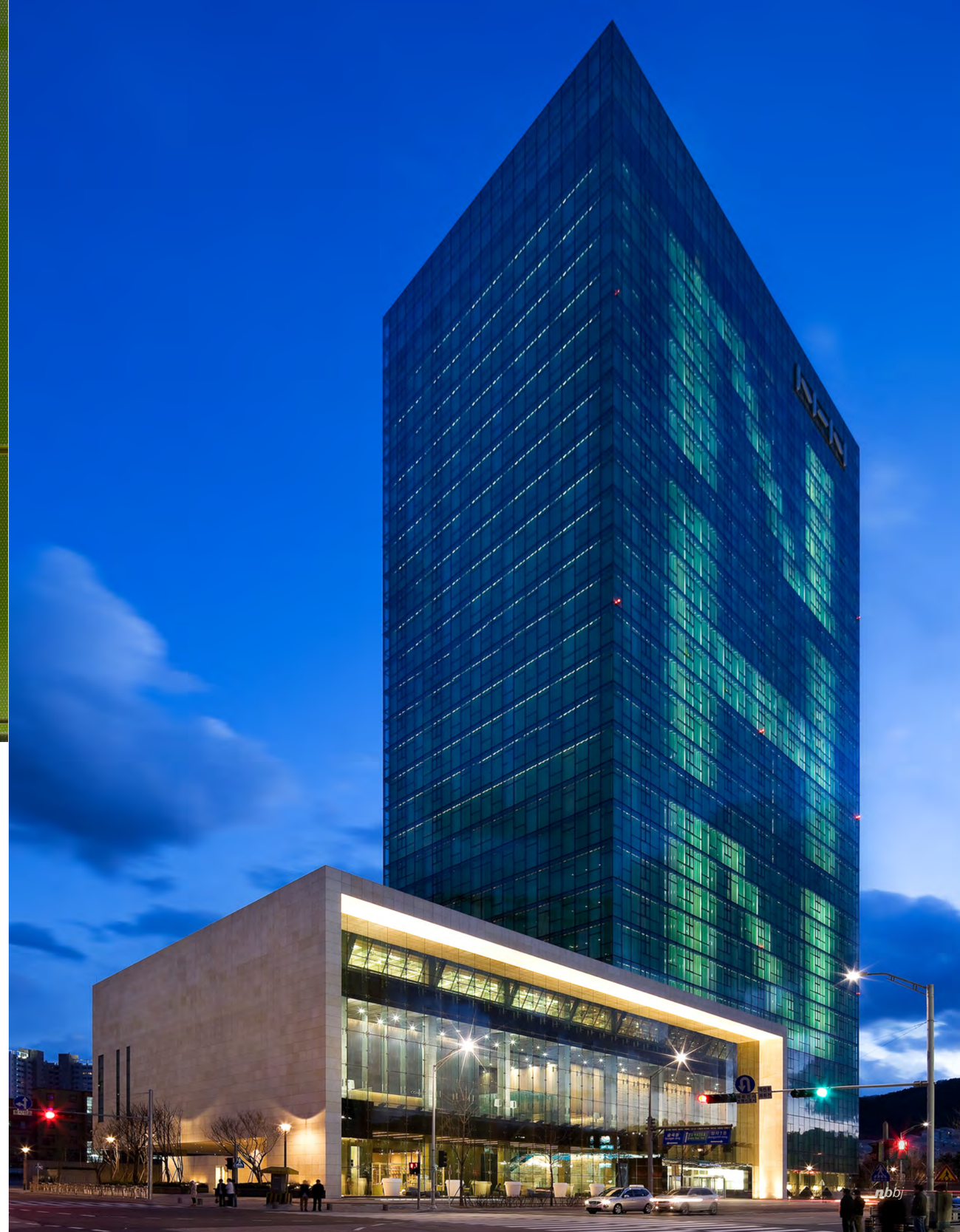
NHN Headquarters

Bundang, South Korea

NHN is a leading Korean online gaming media and search service-based internet search portal rated as the leading corporate employer in Korea. Their new headquarters is a modern design using the spatial composition of grand open floor plates and vertical communication zones to unify and link together NHN staff. This final design promotes socialization, interaction, and creative brainstorming, making people more visible to each other by using the architecture to facilitate the communication among employees.

In order to maintain the modest look that NHN desired for its building, the refined geometry of the building exterior finds its expression in the detailing. The most distinctive element of the new NHN headquarter tower is the louvers that encase it. These louvers help the building achieve the goal of keeping the tower transparent while allowing for a light-controlled interior. Individuals can manually adjust the louvers to control sun-shading and internal temperatures for greater personal comfort.



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SAMSUNG AMERICAN HEADQUARTERS (DS)

San Jose, California

NBBJ was commissioned to design a new headquarters facility for Samsung Semiconductor Incorporated. The project includes two 10-story towers divided into two discreet office components: research and development and sales. The linear site on a prominent corner in San Jose's tech area posed several challenges for the design team. The client's need to combine their disparate offices into a single, end-user facility posed security concerns for Samsung and their clients.

NBBJ's design team addressed the prominent corner of the site with an entry lobby at street level. Essentially, the building is two distinct facilities wrapped with an outer skin that appears as one single building. The interior courtyard offers respite and day lighting for Samsung Semiconductor employees. Between the building's layers are open-air gardens, decks, and fitness space. An entry building at the center of the linear site will include an exhibition center for Samsung products and innovations.

The project is currently tracking LEED Gold due in large part to its interior courtyard that ensures day lighting and natural ventilation most proximate to the building's inhabitants. The adjacent parking structure includes a green wall and the remaining site is landscaped open space.


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Bill & Melinda Gates Foundation

Seattle, Washington

The main function of the campus is to support the everyday work of its staff. The first step in achieving this goal was consolidating the foundation's five offices across South Lake Union into one central location. Next, the project team designed a workplace environment to support the unique needs of the foundation staff and partners. Each office neighborhood consists of 20 to 25 people with a variety of conference rooms and informal seating areas to create intimate, cohesive team spaces. Shared amenities encourage the exchange of ideas and a 60 percent open office/40 percent private office split accommodates both collaborative and heads-down work.

Face-to-face connections were a priority for a workforce that is constantly traveling. A curved, glass breezeway serves as the main circulation corridor, offering visual connections to anywhere on the campus. When standing on one end of the building, one can peer across and see all six floors of staff and partners working, collaborating and traversing. A central staircase is used to encourage informal interactions and the atrium is designed as the social hub of the campus, where staff and partners will enter each morning, grab coffee and start their day. Floor plates are only 65 feet from end to end. This guarantees every employee is within 35 feet of natural daylight, no matter where their desk is located. In addition, the entire campus is designed to serve as an extended workplace, for a highly flexible workforce. Employees can turn outdoor benches into personal offices and informal seating areas into team brainstorming zones.


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Alipay Corporate Headquarters

Hangzhou, China

Alipay is a sub group of Alibaba, one of China's largest online business groups whose goal is to promote openness, transparency, sharing and responsibility in a commercial online community. The new Headquarters along Xixi Road in the West Lake District of Hangzhou, will also be used as a flexible structure to accommodate additional tenants and future real estate adjustments in Alipay and Alibaba business plans.

the design is a flexible, singular building formed by performance criteria and the goals of Alipay. The fundamental diagram works to intelligently form a high-performance workplace that mirrors the linearity of capital flows and transaction nodes which brings all of the workers together with the vitality of an urban plaza. The design is angled upwards to create inspiring and iconic gateways to and from the world in which Alipay is building its online business.

This new "Global Gateway" is located in Hangzhou, a city famous for being one of China's most beautiful and memorable locations. Orientated around the legendary West Lake and nestled into a comfortable series of hills and low mountains, it has a unique relationship to nature's beauty. This city has a climate that reflects the four seasons which demands that the building be highly adaptive and flexible to deal with the hot and humid summers and the cold and windy winters. The new building is also built in direct connection to the Zhejiang University National Science plaza which allows it to be a part of a broader research community.


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Tencent Corporate Headquarters

Shenzhen, People's Republic of China

Tencent — the world's third-largest internet company and ranked as the most innovative company in China — is working with NBBJ to adapt the highly successful, suburban model of a high-tech campus into an urban high-rise.

Once only a household name to consumers in China, Tencent is now a major player in international e-commerce and web technology. The architecture of its new headquarters reflects the company's rising international influence, its networked culture and the interconnectivity of the web. The linked configuration activates movement and exchange within the workplace, creating horizontal "streetscapes" and vertical connections. The expansion will provide space for 12,000 additional employees and nearly quadruples the size of Tencent's current workplace real estate portfolio.

Energy strategies reduce consumption and carbon emissions by 40% over a typical office tower. In addition, the slight rotation of the towers and their offset heights capture the site's prevailing winds, ventilating the atria while minimizing exposure to direct sun. To control glare and heat-gain, the curtain wall incorporates a modular shading system that varies according to the degree of sun exposure.


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Reebok Corporate Headquarters

Now Adidas | Canton, Massachusetts

NBBJ designed the Reebok headquarters for optimal organizational flexibility. This key organizing principle focused on an undulating circulation spine that doubled as an expansive atrium. The curved spine seemingly floats above the site, branching into four sections to house company offices, embrace the large outdoor field and connect activity areas surrounding the complex. From within the spine, one can see and hear the indoor basketball court activities, look into a glass tunnel that houses the running track that enters the building from outside, or gaze at the landscape to view product testing on various sporting fields. Together, the site and building become a place where energy and excitement build, revitalizing the client's business culture and brand identity.

The headquarters was designed and constructed within a nearly impossible schedule. The client had been working with another design team for a year and half before determining they were not obtaining the product they aspired to, and that they needed to start over. After a brief competition, NBBJ was awarded the job, but with the original schedule unchanged. Starting when NBBJ was selected, the schedule called for NBBJ to apply for permits in 9 months, for construction to begin in 15 months and occupancy to occur in 26 months. With the necessary collaboration of all design team members, NBBJ met all of the required deadlines and occupancy occurred on schedule.

Suning.com Corporate Headquarters

Xuzhuang Software Park R&D Campus | Nanjing, China

The SUNING Headquarters is located in the Xuzhuang Software Park in Nanjing, China. Situated on a prominent site within the new development, the campus project is pivotal to the overall Jiangsu modernization development. Located east of the Zijin Mountain and only 5km from downtown Nanjing, the software park provides a unique opportunity to remove the company from the high density of the Nanjing central business district and create a workplace campus that connects people to the natural environment.

As the new headquarters for this growing enterprise, the SUNING campus will serve as an incubator for divisional collaboration and learning. By bringing together the multiple divisions of the corporation - Electrical Appliances, Real Estate and Retail - as well as the related facilities of Research and Development, Exhibition, Informational Services and Training, the campus provides a setting committed to SUNING culture, high performance workplace and creative learning environments. With a desire to build an environmentally sustainable facility, visitors from around the world will be welcomed by an inspirational campus focused on the natural environment, water and landscape features, with highly usable outdoor places for large group meetings, small informal work groups, or individual reflection. Committed to being both a member of the local office community as well as an identifiable entity, the campus becomes a collection of small scale buildings that are organized along circulation spines that cradle the 'campus core'.

nbbj