



**design worldwide partnership**

Project: Sime Darby Property Corporate Head Office  
Location: Oasis Square, Ara Damansara, Selangor, Malaysia  
Area: 150,000sqm  
Design Firm: dwp | design worldwide partnership  
Scope: Full Interior Design & Build Services  
Completion: 30<sup>th</sup> November 2011

## **BENCHMARK WORK ENVIRONMENT**

World-class architecture and interior design firm **dwp** | design worldwide partnership was requested to design and build the interiors of the new Sime Darby Property corporate headquarters in Malaysia, relocated to Oasis Square in Ara Damansara. The headquarters scope of work included 11 floors of workspace, complete with break-out areas, senior management offices and a sales gallery. Inspiration for the design was drawn from the Sime Darby Property motto: 'Developing a Sustainable Future'.

Sime Darby is a leading Malaysian Government Link Company with businesses ranging from property to plantations, energy, motors and industrial sectors. In a fruitful collaboration, world-class architecture and interior design firm dwp have been working on various ventures with the group. Understanding their needs fully for the latest endeavour with Sime Darby Group, **dwp's** thoroughly researched design objective was to create a multi-purpose office space, to facilitate the whole Property Division of the group, prior to their impending move to the new global headquarters in 2013. A key element to the design criteria was also to firmly exploit and establish the various Sime Darby division brands throughout the space and allow a smooth transition from traditional working patterns to a more open, flexible and collaborative work environment and style.

Following a sustainable agenda, supported whole-heartedly by Sime Darby Group, **dwp** employed a range of sustainable design features, to comply with the LEED accreditation system, as a benchmark for workplace projects in Malaysia. **dwp** incorporated natural materials and energy efficiency, with T5 lighting, motion-sensor lighting and daylight sensors, as well as low-

emitting IEQ (indoor environmental quality), using low-VOC (volatile organic compound) items, such as in carpets, paints, adhesives and veneers. Furthermore, **dwp** installed green certified System Furniture and recycled stem, in addition to fast renewable bamboo and timber from FSC Timber. Another creative standout feature that **dwp** proposed was a green feature wall, which aligned perfectly with the client's ongoing CRS campaign for a sustainable future. The vertical garden was much appreciated by the client and staff alike. The added benefit for the company of using motion sensors and daylight sensors, to control energy consumption has also contributed to the cost effectiveness of the company and operational costs throughout the year. The project site itself is core and shell LEED certified, and **dwp** has aimed the finished project at LEED Gold certification, taking the issue of sustainable design very seriously. **dwp** has multiple LEED and GBI certified designers and actively encourage their team to take the certification course.

The entire design showcases not only an environmentally-conscious design, but also sports a decidedly luxurious and contemporary feel. **dwp** held a design facility workshop with all the department representatives of Sime Darby Property, to gain whole understanding of the functionality requirements of each department, for complete client satisfaction in both form and function. From this a spacious 120-degree seating arrangement was provisioned for all staff except for senior management, who received alternative tailor-made work areas. **dwp** also instigated the open-plan concept into work areas, to allow better communication among staff and ensure a direct line of sight towards external views for added motivation and comfort. This also afforded maximum natural light possible to all workspaces. With the innovative solutions provided, **dwp** has helped Sime Darby Holding, to establish the space standards and planning for all future offices within the group, not just the property division.

The corporate colour red was added to a neutral and natural base colour palette, natural woods and glass. The splash of red is shown in design elements, furniture and artwork, to give a good sense of corporate identity for staff and visitors, as well as offer a stylish and elegant touch to the overall effect that the company can be proud of. The company has custom areas for displaying past, present and future projects, and for relaxing and convening, to come together and be inspired, as well as impressive surrounds to entertain clients and hold business meetings. The new design has established a benchmark working environment for all divisions within the Sime Darby Group, heading into the future.

By Nikki Busuttil

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