



design worldwide partnership

FOR IMMEDIATE RELEASE

Prudential Life Assurance new Bangkok offices inaugurated, created by dwp | design worldwide partnership

dwp (www.dwp.com) created the exciting new working environment for the brand new call centre offices of Prudential Life Assurance (Thailand), in Bangkok, which were recently inaugurated at a VIP launch.

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Acclaimed award-winning architecture and interior design firm **dwp** | design worldwide partnership was commissioned to create the interiors for the 5,892sqm Prudential Life Assurance offices in Bangkok, Thailand. A previous client of **dwp**, Prudential Life Assurance is one of the largest insurance companies from the UK, with a large representation in Thailand.

Pictured above (left to right): Siripan Amatayakul (dwp senior interior designer, Thailand), Yukoltorn Thanasawangkul (dwp portfolio director, Thailand), Brenton Mauriello (dwp group CEO), Binayak Dutta (CEO Prudential Life Assurance, Thailand), Intiya Chakritthakul (dwp graphic designer, Thailand).

The 22nd to 27th floors of the Sala@Sathorn Building, in Bangkok's city centre, are home to the new call centre offices of Prudential, in Thailand. **dwp** was charged with the interior design work for all 6 floors of this 5,892sqm workplace project. Creating a connectivity solution, **dwp** cut through four of the main floors, opening up the entire space, and designed a grand staircase, presenting a definite wow factor, as per the client's desire.

dwp incorporated Prudential branding and graphics, vibrant splashes of colour, particularly their corporate red, against a neutral base palette. The resulting design is contemporary, sophisticated and offers a timeless and utmost professional appeal. According to Prudential Life Assurance (Thailand)'s CEO, Binayak Dutta: "The"





Prudential Life Assurance (Thailand) Office Reception

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Note to Editors: **dwp | architecture + interior design** - From small, voracious, entrepreneurial beginnings, since 1994, dwp has flourished into an award-winning, one-stop integrated design service, with global reach. Even in the most challenging of locations, over 450 multi-cultural professionals work together to deliver architecture, interior design, planning consultancy and project management, across borders, to the highest international standards. With currently 12 offices in 10 different countries, dwp presents its finest iconic designs time and again. For more info, visit www.dwp.com.

About Prudential: For more than 159 years Prudential has been operating with a commitment to provide the very best professional services for a wide range of insurance and financial solutions. The symbol for Prudential is the figure of Prudence holding a mirror, signifying the ability to see life as it really is. Prudence represents the cardinal virtues that have always been the guiding principles of Prudential since the company's inception in 1848. For more info, visit www.prudential.co.th.

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For more information from **dwp** on this release and hi-res images, contact Group Communications Consultant, Ms Nikki Busuttill, nikki.b@dwp.com or call the **dwp Thailand** local office:

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