

TIME INC.

LOCATION

New York, USA

CRITERIA

Creativity, collaboration and personal storage

SECTOR

Publishing

Time Inc. is part of one of the largest branded media companies in the world, reaching more than 130 million people each month across multiple platforms. The company comprises of a family of over 100 publications (including Time, Sports Illustrated, Fortune and Travel & Leisure).

Time Inc.'s NYC headquarters employs over 3,000 people and encompasses all facets of their business, from publishing, web based platforms and broadcasting.



Establishing an environment where brand, function, creativity and collaboration are key

BRIEF

Time Inc. sought to make a shift away from being defined as a magazine publisher to becoming a broader media company. This required rethinking how they were working – moving away from a culture of private offices, eliminating physical barriers between brands, and placing a huge focus on media throughout the workspace, with spaces designed to support creation of new media. In conjunction with Studios Architecture, Bisley was tasked to help create a vibrant, enduring and flexible solution for their varied requirements.

SOLUTIONS

Bisley helped create a colorful, multifunctional environment for personal storage, collaboration and meeting zones, using several ranges to achieve to achieve a beautiful aesthetic as well as a high level of functionality. The installation spanned six floors, each with its own color palette.

PRODUCTS

Number of units:
9,000+

MySpace lockers with
digital keypad locks

Note pedestals

Be credenzas, meeting
tables and powered
collaborative stations

Value: \$3.2m

RESULTS

Bisley provided each employee with a MySpace locker, a personal Note pedestal and a Be credenza. The main floor space has alternating lockers and LateralFile units at the end of the desking runs. Be by Bisley was used to create a subtle separation of space while allowing for multiple activities including storage, meeting, presentation and collaboration.

