

Medley

Designing a new building

A leader in the pharmaceutical industry in Brazil, Medley has been an important FutureBrand client since 2005, when FutureBrand redefined its brand identity. FutureBrand was invited to conceive, develop and manage the building process of the new building, which need to be designed and finished in less than a year.

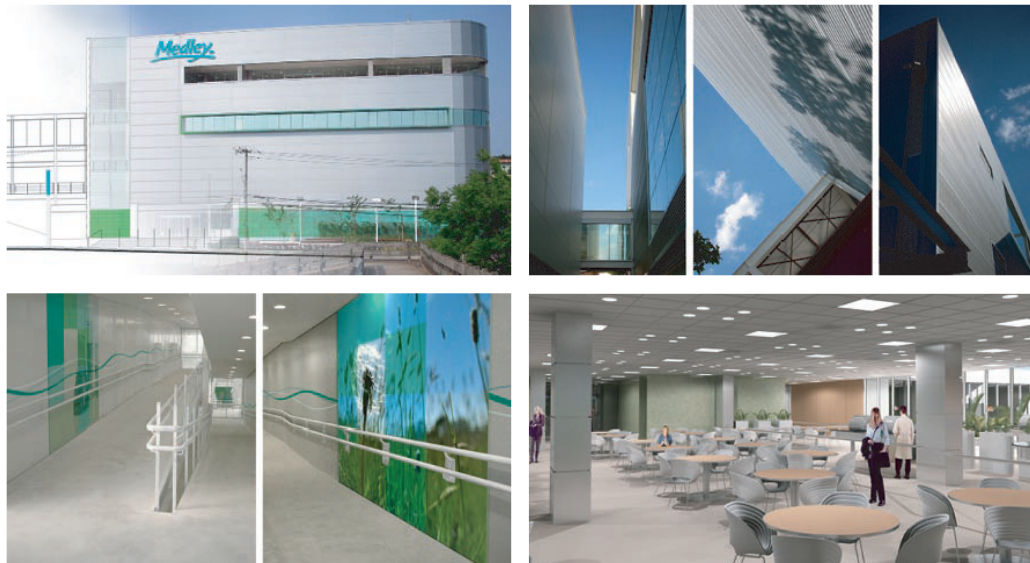
The project scope was complicated in that the building would feature many different facilities including storage areas, production facilities, support areas such as a cafeteria and dressing rooms, headquarter offices and parking area. Internal circulation was a major issue. The four stores building would need to easily accessible from one side to the other, considering a population of almost 2,000 employees working in 4 shifts a day would be walking through the building. FutureBrand designed fully independent access points for corporate employees, visitors, and production deliveries. Linking the new building to the existing facilities was also required, integrating new and existing working areas. Furthermore, the whole building process was scheduled to happen beside and often inside production areas where employees would be working full time. A full range of signage components needed to be conceived and developed specifically for Medley facilities, and above all, we were expected to design a building based on the brand identity, Medley essence.

During the design and building process, Futurebrand identified design needs all over the site, which were based on overall space planning. Because of our success on this project, we have been commissioned to define future occupation standards and general space planning evolutions that will lead to new designs in the next year.

A highly qualified team of professionals was allocated to perform this job, mixing architects offsite, a project director, 2 senior architects working at the site, and a design team in charge of the architectural deliverables and utilities projects supervision.

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FutureBrand

