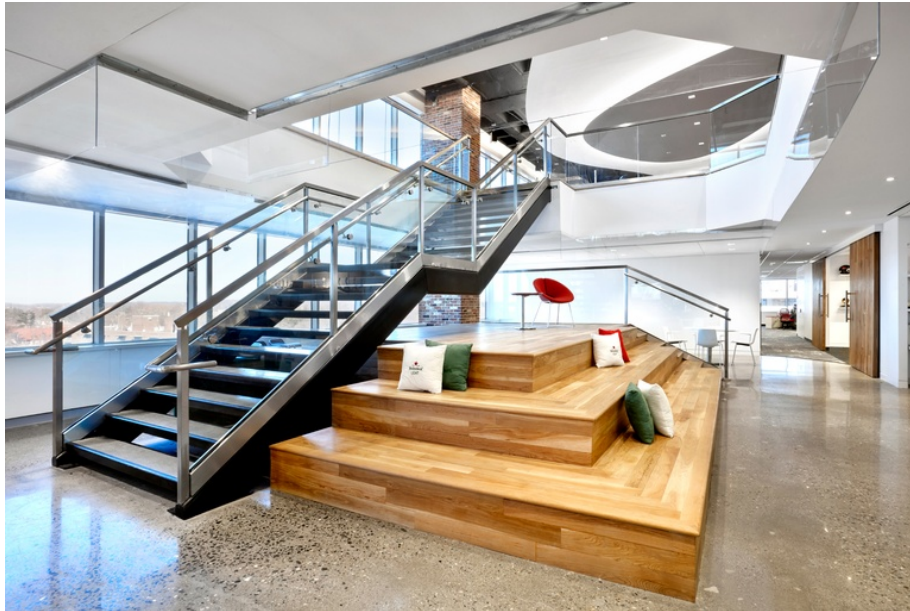


INTERIOR DESIGN®

New Heineken Headquarters by Spector Group Prioritizes Collaboration

April 14, 2017

By [Ryan Waddoups](#)



It's an unspoken rule that a fun company needs headquarters to match. That thinking is exactly what [Spector Group](#) channeled when consolidating Heineken's two North American offices into their existing 60,000-square-foot space in White Plains, New York.

The brand's refreshed digs are convivial, conjuring the laid-back atmosphere of a college library—or a craft brewery. “Creating an open

PROJECT NAME	Heineken Headquarters
LOCATION	White Plains
FIRM	The Spector Group
SQ. FT.	60,000 SQF

and collaborative environment was our primary goal,” says Spector Group principal [Scott Spector, AIA](#). The designers nixed assigned workstations to create social hubs that encourage interaction across teams.



Existing tables and chairs furnish the bar area. Photography by Garrett Rowland.

The design interventions take the form of thoroughly branded meeting rooms and a centrally located cafe on the first level, outfitted with both new and existing furniture. The cafe faces a stairway, surrounded by stepped reclaimed white oak seating, which ascends to more communal space above. The highlight? A wood-topped bar, backdropped with branded bottle displays and lined with [Steelcase](#) stools. Reclaimed bricks salvaged from old New York City buildings clad both the bar and backsplash. Designed for flexibility, the office’s open areas accommodate large events, training programs, and other functions.

Large-scale graphics that showcase Heineken’s history—and trade secrets—serve double duty as wall covering. “The design fosters teamwork and synergy,” says Spector. “And with a history-rich company such as Heineken, it was essential that we create a space that couples the timelessness of the brand with modern office culture.”



Meeting rooms, furnished with new and existing pieces, cater to a gamut of meeting styles. Photography by Garrett Rowland.