



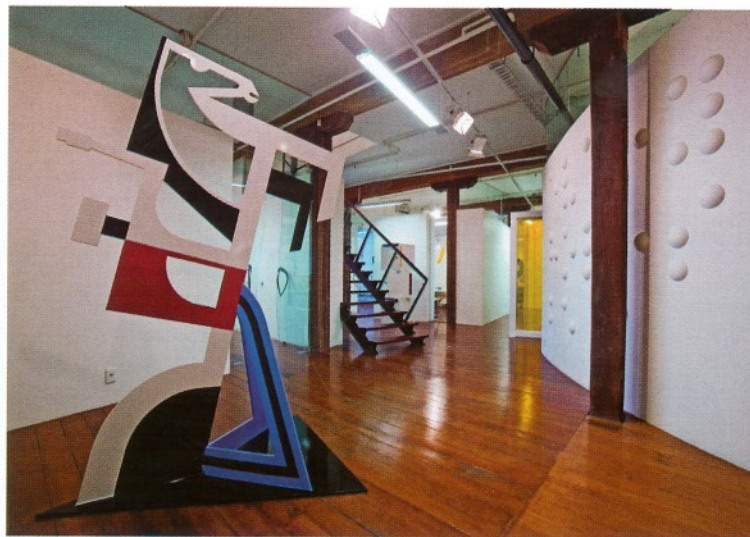
Saatchi & Saatchi Worldwide

The Strand, Parnell.

The executive suite on the second floor of the advertising agency's building was redesigned in 2001 by Chow:Hill Design. Apart from accommodating six executive and creative directors and their support staff, the brief was simply to be cutting edge. Chow:Hill assigned Paris-born Philippe Campays, whose specialist field is "sacredness", something he writes and teaches about at Unitec. Campays employed a scheme from esoteric Indian cosmology called Vaastu Shastra — a kind of Hindu feng shui used in temple design.

Specifically, he superimposed a floor plan of the office onto a chart called the Vaastu Purusha Mandala, which maps out where things should go in relation to other things, and in relation to forces such as astrological movements, the north and south axis and the placement of supernatural deities, and used this plan to decide where to hang Saatchi's art, where to put the desks and so on.

Suffice to say that everything in the office is in harmony according to this scheme, although not all the staff seem to know this. Lighting tracks reinforce significant axes, walls curve and descend along a particular gradient, glass doors have slinky asymmetric edges and rounded handles and, in the



diagonal entryway, art works are juxtaposed just so. Parsons' "Every Fish Will Have Its Day", a large Braille poem mounted on a wall, leads visitors to the CEO's office, which is also accessed by third floor staff via an internal "Stairway to Kevin". And in case you're thinking, "But where's the bar?", it's on the third floor and has a jukebox and pinball machine.

Star Maker The woman who found Anna Paquin and Keisha Castle-Hughes

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MARCH 2006 \$7.50



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