

THE COCA-COLA ATRIUM

THE PROBLEM

AD Consulting was called in to transform the Coca-Cola courtyard which in spite of the best efforts of the company, was not being used by the staff. It was no wonder it had been abandoned! A 'five a side' football pitch had been installed in a sea of black tiles (and that in full view of every office on the courtyard perimeter!). In football crazy Nigeria, there were still no takers for this particular pitch.



5-A-Side Football Pitch, Old Atrium

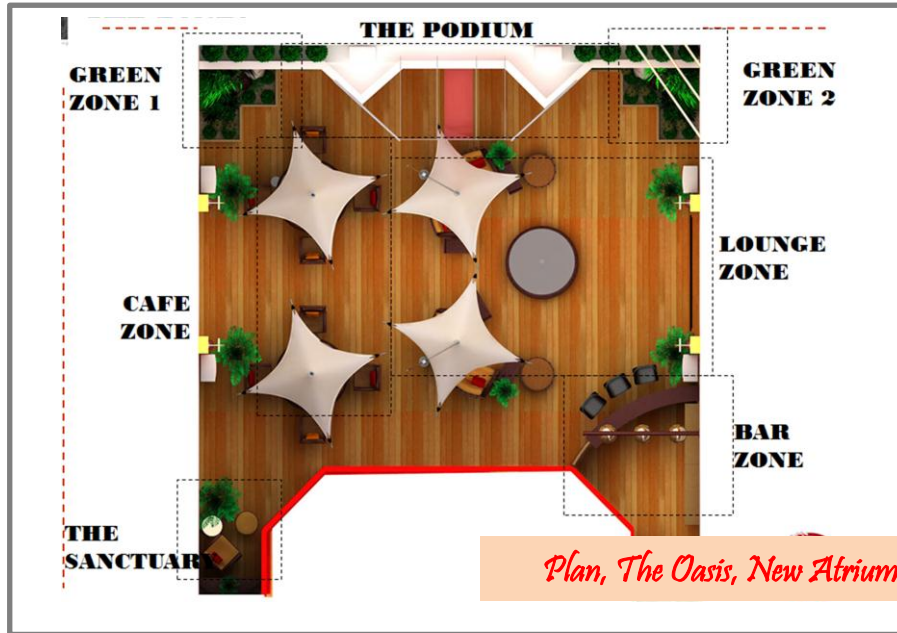
THE SOLUTION

One of AD's strengths is her expertise in architectural psychology and a clear understanding of human interactions in the built environment. Coca-Cola needed to transform its atrium into a hub of human activity and that is just what we did, (and with all modesty) to critical acclaim!

PSYCHOLOGY OF SPACE

The atrium was conceived as an "oasis" of calm in the midst of the work environment. Different sectors were created, a bar as a "watering hole", a private reading nook with its own lounge, footstool, lamp and bookshelf; a "café" area for quick snacks while seated at upright tables and chairs, and a lounge area for watching football on a flat screen. It is an indoor "garden" of calm.

Burnt orange and neutral garden parasols were used to create cozy enclaves giving a sense of being hidden from prying eyes. While not completely creating physical privacy, the parasol create a real sense of mental seclusion



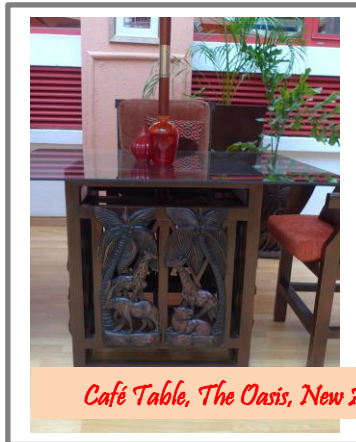
THE STYLE

Coca-Cola wanted a sense of place. Not just a generic space but a space that was unique to Coca-Cola Nigeria. We adopted an ethnic style and earthy colours in shades of burnt orange, beige and brown to complement Coca-Cola's classic red. Underfoot, the cold black tiles were replaced with a warm laminate floor in honey tones simply clicked into place over the black tiles to save time and energy. To further ensconce the design in its Nigerian identity, 12 foot long banners with photographs of Coca Cola's memorable moments in Nigeria drop from the skylight at the North-East and North-West corners of the atrium.



CUSTOM MADE ACCESSORIES

AD deployed its photographic skills taking photos of landmarks in Lagos and presenting them as custom-framed aged vignettes lit by picture lights. The two types of ethnic planters are custom made AD design as are the coffee and café tables with carved wooden screens, the seats and the bar.



Café Table, The Oasis, New Atrium



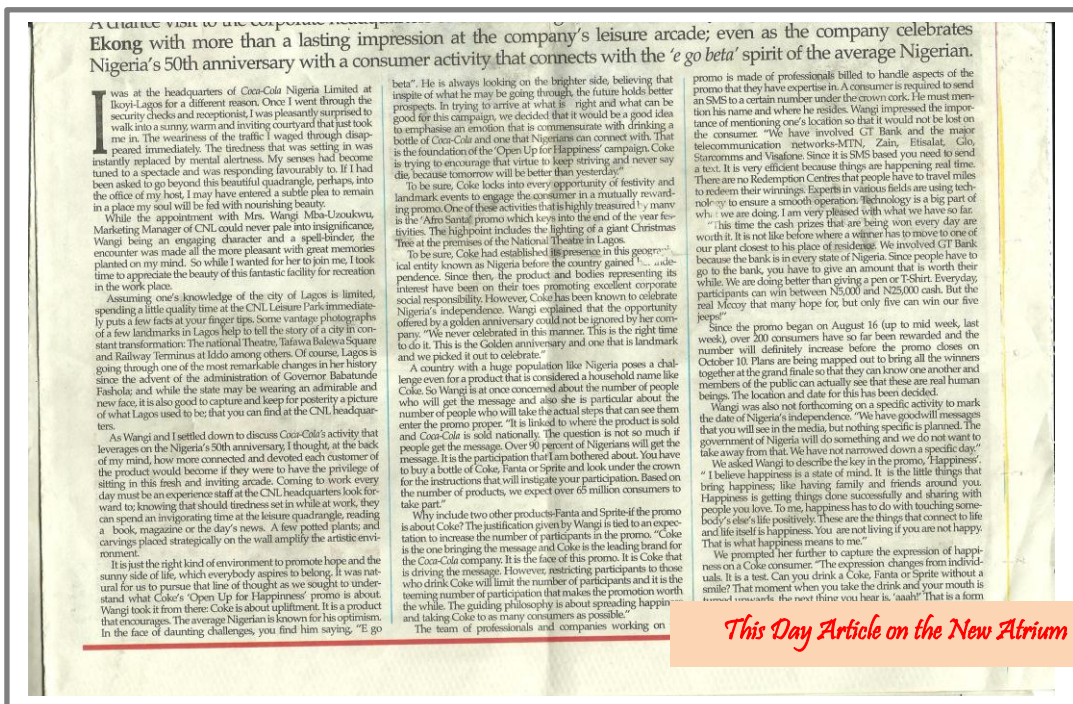
Bar Furniture, The Oasis, New Atrium

SUCCESS

The atrium is an outstanding success with the users. Meant to be just a relaxation spot, staff are now on a waiting list to hold meetings in the pleasant environment of the atrium. The staff linger after hours in the space and it is THE party space at Coca-Cola. At one of such meetings, a journalist was simply carried away by the space and wrote the article attached.



Panoramic View, The Oasis, New Atrium



This Day Article on the New Atrium

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