OFFICE DESIGN FOR VIDEO GAME COMPANY:

KONAMI DIGITAL ENTERTAINMENT

by

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Approved:

Thom Houser, Major Professor

30 Apr. 2015

Date
ABSTRACT

The video game industry has grown rapidly in recent years. There are millions of new video games released every year all around the world. The competition is fierce in this field. Creative and productive employees become the most essential part of the gaming company. Therefore, a creative and comfortable office working environment is very essential for employees who spend eight hours or longer work within it each day. Konami is one of the most famous video game developers in the world. This project is to develop on office design solution for Konami. Design challenges, design solutions and benefits will be presented.

*Keywords*: creativity, video game, office interior design, programming
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CHAPTER 1: INTRODUCTION

This study will determine the design of Konami gaming office project. Konami is one of the most well-known video game developers in the world. Creativity is the most essential key for the company to success. Therefore, an office environment which can stimulate and inspire employees’ imagination is important for design.

Rationale. This study will include finding the best design solution for the Konami gaming office in order to stimulate employees’ creativity that will bring benefits to the company. This design will offer a comfortable, fun and inspiring office environment to employees to work.

Organization of the project. This thesis includes all steps of the design process, beginning with programming. Programming is crucial to the overall success of the design and the data gathered in this phase will be applied to the design. The project will be organized into the five steps design process:

1. Programming
2. Schematic Design
3. Design Development
4. Construction Documentation
5. Presentation
The result of the programming phase will be one possible design solution for Konami office. There are many design solutions to any one project, but due to the nature of the thesis and Master of Fine Arts program, only one possible solution will be presented. Based on research, case study and literature review, a design solution will be present for the Konami gaming office.
CHAPTER 2: RESEARCH

Konami Digital Entertainment Company Background Information

Figure 1 Konami Entertainment Company Logo

Konami Digital Entertainment Company is a Japanese developer and publisher of numerous toys, trading cards, anime, tokusatsu, slot machines, arcade cabinets, video games, and additionally operates health and physical fitness clubs in Japan.

Konami is the fifth-largest game company in the world by revenue. The company was founded in 1969 as a jukebox rental and repair business in Toyonaka, Osaka, Japan, by Kagemasa Közuki, who remains the company's chairman. The name "Konami" is a conjunction of the names Kagemasa Kozuki, Yoshinobu Nakama, and Tatsuo Miyasako.

Konami is headquartered in Tokyo. In the United States Konami manages its video game business from offices in El Segundo, California and manages its casino gaming business from offices in Paradise, Nevada. Its Australian gaming operations are located in Sydney, Australia.
Literature Search

The office environment is very important for a company to improve employee productivity and creativity. It has direct and strong effects on employees who work long hours within it.

Collaboration is one of the most essential parts of modern business. It can greatly improve employees’ creativity. According to Miguel Mckelvey (2014), it is crucial to make sure that employees are connecting and brainstorming with each other. (Workspace design trends to increase your productivity, para. 7). Many good ideas can come out during the collaboration. According to the Gensler Workplace Survey (2008), “top performing companies spend twenty three percent more time collaborating...and consider collaboration more than twice as critical to job success” (p. 16).

The new office design trend towards a more collaborative office demands a more open office landscape that emphasizes visibility, transparency and accessibility place to collaborate. The open plan office allows company to maximize the interior space and reduce the costs. It encourages employees to have more communication, sharing and collaboration as well. Collaboration becomes an important feature of employees working lives because in knowledge economies employees continually seek and share new information to develop and integrate new concepts so that they become valuable fodder for innovation.
Figure 2 Traditional Office Space

A lack of walls or other barriers in open plan office makes it easier for employees to interact with each other on a regular basis. The constant intermingling not only generates a sense of camaraderie among personnel, it also enhances the flow of information and teamwork. In an open plan office, collaboration can happen when someone stops to chat while on their way to the printer or interjects an idea they see by chance on a whiteboard or screen. Colleagues can turn to each other for advice or assistance without having to knock on doors or schedule a formal meeting. According to Shari Parsons Miller (2014), interactions in an open-plan office space generally are more frequent and informal than in closed environments where everyone has a separate office.
space (What are advantages & disadvantages of an open-plan office space, Para. 3).

![Modern Office Space](image)

*Figure 3 Modern Office Space*

However, much research shows that the open plan has negative effects on the employees also. For instance, noise could be a serious problem in open plan office. According to Lindsey Kaufman (2014), a study found that many employees who work in open offices said that the lack of sound and visual privacy was a significant problem for them (Google got it wrong. The open-office trend is destroying the workplace, para. 4). Thus, more private area should be provided to the open plan office for employees. For example, phone booth, think tank, war room and meeting room with sound proof glass, wall painting or panel.

A Phone booth can be used in the office in order to offer a private and quite space
for employees to make a phone call. Acoustic foam panels and soundproof glasses can greatly deflect, dampen and absorb unwanted sound. The acoustic foam panel and soundproof glass can also cut down the echo and reverberation.

![Figure 4 Office Phone Booth](image)

Meeting is the most effective way to share and create ideas. The large meeting room acts as a place where employees can have online meeting or presentation, but also as a display area for clients or potential clients. Thus, the interior design and furniture need to be formal and serious so that people can focus on projects.
Figure 5 Office Large Meeting Room

However, a small meeting room is place allows employees to have a casual and quick meeting. The small meeting with casual design style can create a relax and fun environment for couple employees get together and throw ideas. In both types of meeting, acoustic and visual privacy is very important issues to consider in the open plan office. As a result, soundproof curtains and acoustic glasses are the best resolution. Acoustic glasses can prevent sound from penetrating from one side to the other. Soundproof curtains can not only reduce unwanted noise, but also offer a visual privacy for meeting.
An office break room is the place for employees to not only have a meal, but also a key site to socialize and collaborate. Communal tables in the kitchen encourage interaction among employees from different departments who might not ordinarily sit together. According to Teknion firm research (2011), such casual interaction increases the flow of information between and among employees and help to establish a sense of community (p. 15-16). In order to invite employees to interact and communicate, kitchen
needs to make employees feel at home and lounge at home. Thus, a variety seating area can be arranged within the kitchen. For instance, booth seating offers employees a degree of privacy. Large dining table provides a group of employees to have a big conversation. Small coffee or bar table allows employees to have a quick meal. Comfortable lounge seating encourages use of the space for relaxation, reading and other activities.

Figure 7 Office Kitchen & Lounge

Over the past half century, a notable increase of urban-living has led to a considerable uptick in air pollution and loss of green spaces. It is serious problem that human connection with nature is lost within the city environment. Therefore, a living wall has become much more important in office environment. There are couple benefits of living walls.
A living wall can enhance the interior’s visuals. It can be a great way to visually enhance the interior, adding details and interests into the space. Green is also the color of balance and harmony and it can revitalize people when they are physically, mentally or emotionally exhausted, especially after eight hours facing the monitor.

Figure 8 Office Living Wall 1

More importantly, a living wall can improve indoor air quality. According to An Office Building Occupant’s Guide to Indoor Air Quality (1997), most North Americans spend eighty to ninety percent of their time indoors and as a result are highly influenced by the effectiveness of interior air circulation systems. Employees often exposed to air toxins in their work environment such as formaldehyde, carbon monoxide, VOCs and
benzene (p. 5). The living walls metabolize harmful toxins while releasing oxygen into the workplace air. The plants in the walls work as a natural air-filtration system that building occupants can enjoy. It creates a cleaner, more invigorating work environment that will lead to better overall employee health and production.

Figure 9 Office Living Wall 2

The LEED program (Leadership in Energy and Environmental Design), developed by the U.S. Green Building Council, and is an internationally recognized green building certification system that helps convert the design, operation and construction of buildings into eco-friendly properties. Living walls earn buildings LEED points which, in turn, help to increase a property’s value by creating a favorable perception of a structure with an improved carbon footprint.
Color has a powerful effect on people’s mood, behavior and stress levels. There is no denying that color and emotion are inextricably linked. According to Leslie Harrington (1982), executive director of The Color Association of The United States, people react on multiple levels of association with colors, there are social or culture levels as well as personal relationships with particular colors (Color has a powerful effect on behavior, researchers assert, para. 5). Also, many researchers show that people have an innate reaction to color. For example, when people look at red, it does increase their heart rate.

Figure 10 Color Palette
Red is definitely the most representative color of Konami due to their world famous logo. Thus, red can be used as one of the main color of the design in order to emphasize the Konami Company branding, adding color contrast into the office and highlight the space. Based on the color psychology research, red is warm and positive color, exuding strong and powerful masculine energy. It can stimulate the passion within people and excites emotions and inspires them to take action. Furthermore, in Asia, red is an important color which represents happiness and good fortune. In Japan, a red kimono symbolizes good luck.

However, red is one of the most visible and strong color and it also has negative effect on people. Based on some studies, the red might raise some people’s blood pressure and quicken their heartbeats. Being surrounded by too much red can cause people to become irritated, agitated and ultimately angry. To avoid this problem, red color should be used in the office carefully.
Existing Video Game Companies Investigation

The tables below are the investigation of three existing video companies in the United State, CCP Company, Xaviant Company and EA Entertainment Company. The investigation contains significant information such as department, number of staff, staff equipment, area per person and total area.

CCP Company
Type of company: PC and video game
Location: Atlanta, GA
Total staff: 75-101

<table>
<thead>
<tr>
<th>Department</th>
<th>Number of staff</th>
<th>Equipment</th>
<th>Area per person</th>
<th>Total area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director</td>
<td>1</td>
<td>1 iMac</td>
<td>240 sq ft</td>
<td>240 sq ft</td>
</tr>
<tr>
<td>Marketing</td>
<td>3</td>
<td>1 PC and 1 monitor</td>
<td>60 sq ft</td>
<td>180 sq ft</td>
</tr>
<tr>
<td>Finance &amp; Accounting</td>
<td>3-4</td>
<td>1 PC and 1 monitor</td>
<td>60 sq ft</td>
<td>180-240 sq ft</td>
</tr>
<tr>
<td>Human Resource</td>
<td>3</td>
<td>1 PC and 1 monitor</td>
<td>60 sq ft</td>
<td>180 sq ft</td>
</tr>
<tr>
<td>Receptionist</td>
<td>2</td>
<td>1 iMac</td>
<td>50 sq ft</td>
<td>100 sq ft</td>
</tr>
<tr>
<td>Digital Artist</td>
<td>4</td>
<td>1 iMac and graphic table</td>
<td>70 sq ft</td>
<td>280 sq ft</td>
</tr>
<tr>
<td>Game Designer</td>
<td>40-55</td>
<td>1 PC, 2-3 monitors, gaming console and graphic table</td>
<td>100 sq ft</td>
<td>4000-550 sq ft</td>
</tr>
<tr>
<td>Level Designer</td>
<td>10-15</td>
<td>1 PC, 1-2 monitors and graphic table</td>
<td>100 sq ft</td>
<td>1000-1500 sq ft</td>
</tr>
<tr>
<td>Animator</td>
<td>5-8</td>
<td>1 PC, 2-3 monitors and graphic table</td>
<td>100 sq ft</td>
<td>500-800 sq ft</td>
</tr>
<tr>
<td>Audio Designer</td>
<td>2</td>
<td>1 PC, 2-3 monitors, music keyboard, speakers, digital audio workstation, mixing console and microphone</td>
<td>200 sq ft</td>
<td>400 sq ft</td>
</tr>
<tr>
<td>Intern</td>
<td>2-4</td>
<td>1 PC and 1 monitor</td>
<td>80 sq ft</td>
<td>160-320 sq ft</td>
</tr>
</tbody>
</table>

Table 1 CCP Company Investigation
Xaviant Company
Type of company: PC and video game
Location: Atlanta, GA
Total staff: 118-136

<table>
<thead>
<tr>
<th>Department</th>
<th>Number of staff</th>
<th>Equipment</th>
<th>Area per person</th>
<th>Total area</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO</td>
<td>1</td>
<td>1 iMac</td>
<td>300 sq ft</td>
<td>300 sq ft</td>
</tr>
<tr>
<td>COO</td>
<td>1</td>
<td>1 iMac</td>
<td>250 sq ft</td>
<td>250 sq ft</td>
</tr>
<tr>
<td>CTO</td>
<td>1</td>
<td>1 iMac</td>
<td>250 sq ft</td>
<td>250 sq ft</td>
</tr>
<tr>
<td>Game Director</td>
<td>2</td>
<td>1 PC and 2-3 monitors</td>
<td>100 sq ft</td>
<td>200 sq ft</td>
</tr>
<tr>
<td>Marketing</td>
<td>4</td>
<td>1 iMac</td>
<td>60 sq ft</td>
<td>60 sq ft</td>
</tr>
<tr>
<td>Finance &amp; Accounting</td>
<td>5-6</td>
<td>1 iMac</td>
<td>60 sq ft</td>
<td>300-360 sq ft</td>
</tr>
<tr>
<td>Human Resource</td>
<td>8</td>
<td>1 iMac</td>
<td>60 sq ft</td>
<td>480 sq ft</td>
</tr>
<tr>
<td>Receptionist</td>
<td>2</td>
<td>1 iMac</td>
<td>50 sq ft</td>
<td>100 sq ft</td>
</tr>
<tr>
<td>Digital Artist</td>
<td>12</td>
<td>1 iMac and graphic table</td>
<td>80 sq ft</td>
<td>960 sq ft</td>
</tr>
<tr>
<td>Engineer</td>
<td>10-15</td>
<td>1 PC, 1-2 monitors</td>
<td>100 sq ft</td>
<td>1000-1500 sq ft</td>
</tr>
<tr>
<td>Game Designer</td>
<td>40-45</td>
<td>1 PC, 2-3 monitors and person laptop</td>
<td>100 sq ft</td>
<td>4000-4500 sq ft</td>
</tr>
<tr>
<td>Level Designer</td>
<td>6-10</td>
<td>1 PC and 2-3 monitors</td>
<td>100 sq ft</td>
<td>600-1000 sq ft</td>
</tr>
<tr>
<td>Animator</td>
<td>15</td>
<td>1 PC, 2-3 monitors and graphic table</td>
<td>100 sq ft</td>
<td>1500 sq ft</td>
</tr>
<tr>
<td>Audio Designer</td>
<td>6</td>
<td>1 PC, 2-3 monitors, loud speakers, mixing</td>
<td>300 sq ft</td>
<td>1800 sq ft</td>
</tr>
<tr>
<td></td>
<td></td>
<td>console, digital workstation, microphone,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>digital audio workstation, ipad</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intern</td>
<td>5-8</td>
<td>1 PC and 1 monitors</td>
<td>80 sq ft</td>
<td>400-640 sq ft</td>
</tr>
</tbody>
</table>

Table 2 Xaviant Company Investigation
EA Entertainment Company  
Type of company: PC and video game  
Location: Orlando, FL  
Total staff: 148-166

<table>
<thead>
<tr>
<th>Department</th>
<th>Number of staff</th>
<th>Equipment</th>
<th>Area per person</th>
<th>Total area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrator</td>
<td>1</td>
<td>1 iMac</td>
<td>250 sq ft</td>
<td>250 sq ft</td>
</tr>
<tr>
<td>Development Director</td>
<td>2</td>
<td>1 iMac</td>
<td>250 sq ft</td>
<td>500 sq ft</td>
</tr>
<tr>
<td>Marketing</td>
<td>11</td>
<td>1 iMac</td>
<td>60 sq ft</td>
<td>660 sq ft</td>
</tr>
<tr>
<td>Finance &amp; Accounting</td>
<td>8</td>
<td>1 iMac</td>
<td>60 sq ft</td>
<td>480 sq ft</td>
</tr>
<tr>
<td>Human Resource</td>
<td>10</td>
<td>1 iMac</td>
<td>60 sq ft</td>
<td>600 sq ft</td>
</tr>
<tr>
<td>Receptionist</td>
<td>3</td>
<td>1 iMac</td>
<td>50 sq ft</td>
<td>150 sq ft</td>
</tr>
<tr>
<td>Digital Artist</td>
<td>12-15</td>
<td>1 iMac</td>
<td>100 sq ft</td>
<td>1200-1500 sq ft</td>
</tr>
<tr>
<td>Game Designer</td>
<td>50-60</td>
<td>1-2 PC, 2-3 Monitors and gaming console</td>
<td>120 sq ft</td>
<td>6000-7200 sq ft</td>
</tr>
<tr>
<td>IT</td>
<td>12</td>
<td>1 PC and 1 Monitors</td>
<td>100 sq ft</td>
<td>1200 sq ft</td>
</tr>
<tr>
<td>Animator</td>
<td>15</td>
<td>1-2 PC, 2-3 Monitors and graphic table</td>
<td>100 sq ft</td>
<td>1500 sq ft</td>
</tr>
<tr>
<td>Audio Designer</td>
<td>8</td>
<td>2-3 PC, 3 Monitors, microphone, mixing console, digital keyboard, digital audio workstation, speakers and music sequencer</td>
<td>300 sq ft</td>
<td>2400 sq ft</td>
</tr>
<tr>
<td>Writer</td>
<td>6</td>
<td>1 iMac</td>
<td>100 sq ft</td>
<td>600 sq ft</td>
</tr>
<tr>
<td>Intern</td>
<td>10-15</td>
<td>1 PC and 2-3 Monitors</td>
<td>100 sq ft</td>
<td>1000-1500 sq ft</td>
</tr>
</tbody>
</table>

Table 3 EA Company Investigation
The average number of staff, department, equipment and minimal space requirement are decided and calculated for the Konami office based on the information above of three existing video game firms.

**Konami Entrainment Company**  
**Type of company:** PC and video game  
**Total staff:** 60-80  
**Total area:** 22,000 sq ft

<table>
<thead>
<tr>
<th>Department</th>
<th>Number of staff</th>
<th>Equipment</th>
<th>Area per person</th>
<th>Total area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director</td>
<td>1</td>
<td>1 iMac</td>
<td>250 sq ft</td>
<td>250 sq ft</td>
</tr>
<tr>
<td>Marketing</td>
<td>5</td>
<td>1 iMac</td>
<td>80 sq ft</td>
<td>400 sq ft</td>
</tr>
<tr>
<td>Finance &amp; Accounting</td>
<td>4-5</td>
<td>1 iMac</td>
<td>80 sq ft</td>
<td>320-400 sq ft</td>
</tr>
<tr>
<td>Human Resource</td>
<td>6</td>
<td>1 iMac</td>
<td>80 sq ft</td>
<td>480 sq ft</td>
</tr>
<tr>
<td>Receptionist</td>
<td>2</td>
<td>1 iMac</td>
<td>50 sq ft</td>
<td>100 sq ft</td>
</tr>
<tr>
<td>Digital Artist</td>
<td>5-8</td>
<td>1 iMac and graphic table</td>
<td>100 sq ft</td>
<td>500-800 sq ft</td>
</tr>
<tr>
<td>Game Designer</td>
<td>20-30</td>
<td>1 PC, 2-3 monitors, gaming console and graphic</td>
<td>100 sq ft</td>
<td>2000-3000 sq ft</td>
</tr>
<tr>
<td></td>
<td></td>
<td>table</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Level Designer</td>
<td>8-10</td>
<td>1 PC, 2-3 monitors and graphic table</td>
<td>100 sq ft</td>
<td>800-1000 sq ft</td>
</tr>
<tr>
<td>Animator</td>
<td>4-6</td>
<td>1 PC, 2-3 monitors and graphic table</td>
<td>100 sq ft</td>
<td>400-600 sq ft</td>
</tr>
<tr>
<td>Audio Designer</td>
<td>2</td>
<td>2-3 PC, 3 Monitors, microphone, mixing console,</td>
<td>250 sq ft</td>
<td>500 sq ft</td>
</tr>
<tr>
<td></td>
<td></td>
<td>digital keyboard, digital audio workstation,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>speakers and</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intern</td>
<td>3-5</td>
<td>1 PC and 1 monitor</td>
<td>80 sq ft</td>
<td>240-400 sq ft</td>
</tr>
</tbody>
</table>

Table 4 Konami Company Information
CHAPTER 3: CASE STUDIES

Introduction

Two case studies are discussed in this chapter: the Konami UK office and the Ubisoft Toronto office. These two offices are representative of the video gaming interior design trends. These case studies are focused on analyzing the design, material, lighting, color, branding and space planning.

Case Study 1 Konami UK office analysis

Figure 11 Konami UK Office Reception Area

The Konami office is located in Windsor, UK. The size is totally 8,000 sq ft.

The brown wood floor brings warmth into reception area. Wood strips were used
for the reception ceiling to unify the desk and ceiling, adding details to the space. The color tone in this space is neutral and calm. However, the space is lacking energetic color application. A bright color wall painting or furniture should be added to highlight the space.

![Figure 12 Konami UK Office Lunch Area](image)

The lounge and dining area has a traditional British style, and the tone is warm and comfortable. The rough brick wall highlights the space. Using different floorings to separate the space is also a great decision. More sitting options should be provided for the employees in order to transfer the lunch space into a multipurpose space so that they can choose a comfortable way to work and collaborate.
The red panel and white walls create a strong contrast in the working space. However, during the long anxious and stressed working, the red panel divider can cause visual fatigue. According to Nancy Kwallek (2005), employees in the red office reported higher negative mood characteristics compared with workers in blue-green office (p.4). Also, according to Woody (2013), different colors have different wavelengths. Low-wavelength colors like green can provide calm and restful feeling to people (Is bad office design hurting your productivity, para. 11). The green color can release eye pressure after watching the monitor for a long time.

Poor lighting can cause eye-strain and fatigue, which ultimately leads to more mistakes and decreased productivity. Access to natural light is critical. More curtain walls should be used in the office for natural lighting. The natural light not only can help improve the employees’ mood and productivity, but can also help save on cooling and
heating costs.

Figure 14 Konami UK Office Staff Working Area 2

The American Marketing Association (AMA) defines a brand as a name, term, sign, symbol or design. Therefore, branding is very important for a company. The branding identification in this office is strong. There are Konami logo, famous video game real-size figures and wall paintings to define the space.

The open working environment allows employees have more opportunities to communicate and cooperate. According to Tim Donnelly (2014), office tides are shifting, as companies tear down cubicle walls, exploit shared space, and convert any available hallway, closet, or kitchen into a collaborative working room (World coolest office 2011, para 7). The workspace should be a fun, collaborative extension of the brand, where people feel free to use the whole space. However, in this office, there are not enough
shared working spaces and informal meeting space for employees.

Case Study 2 UBISOFT Toronto office analysis

Figure 15 Ubisoft Toronto Office Reception Area

The reception area is usually the first point of contact for the client. Therefore, it is very important to create a positive and favorable impression. The blue reception desk has a strong contrast with gray background wall with the aim of emphasizing the area. Moreover, the unique angled wall can attract peoples’ attention. However, the design of reception area is not exciting enough for a video gaming office.
The lighting is soft in the space. Hugh glass windows not only can bring the natural light in, but also connect the office and outside environment. The natural daylight and artificial lighting offer employees a comfortable working environment. According to
the Christopher Berglund (2013), comparing to workers in offices without windows, those with windows in the workplace received 173 percent more white light exposure during work hours and slept an average of 46 minutes more per night (The athlete’s way, para, 3). Workers without windows reported lower scores than their counterparts on quality of life measures related to physical problems and vitality. They also had poorer outcomes in measures of overall sleep quality, sleep efficiency, sleep disturbances and daytime dysfunction.

The spacious open working space provides employees better chance to corporate and share information. The open plan office also allows maximum natural light comes into the space. However, according to the research of Hong Kong Polytechnic University, open-plan makes employees less productive due to the noise, chaos and lack of privacy. The private meeting room or collaborative space should be used to reduce the problems.

The only branding in this office is located on the reception wall. Compared with the Konami UK office, the brand identification needs to be enhanced in Ubisoft office. Company logo, gaming painting and firm’s color need to be used in the office.
The kitchen space has plenty of sunlight to benefit the employees. The brick walls and brown wood floor create a neutral color schemes, giving employees warm feeling. Nevertheless, office space is always at a premium in urban areas. It means every inches in the office needs to be used all time. Therefore, the lunch area should be used by employees all the time ideally. According to Tim Donnelly (2014), a kitchen does not have to be a kitchen. It can be a nice meeting area or working area. Ideas would just come out when employees are gathering in kitchen over a cup of coffee (World coolest offices 2011, para 3). Thus, large scale sharing table, kitchen bar or lounge furniture should be used in the lunch area to offer more choices for employees to use.
Case Study Conclusion

Both Konami and Ubisoft office are excellent examples of incorporating new video gaming office design trend. They both have some different and similar design share. The open-plan is used for both of offices. Open-plan has many positive effects. First, open office can reduce the boundary and greatly encourages employees to work together. Second, it is easier for the director to supervise and lead teams. Third, open-plan allows the maximum natural lighting comes into the space. However, there are also negative effects such as noise, bad circulation and lack of privacy. The positive and negative portions need to be balanced by the designer.
CHAPTER 4: PROGRAM

Konami Gaming Office Space Calculation

Total Square Footage: 22,000

Type of Building Occupancy: Business

Water Closet: 2 public restrooms located in the middle of building with two stalls in male and four stalls in female on both levels.

The table below shows the square footage for each space within the office.

<table>
<thead>
<tr>
<th></th>
<th>Number of Space</th>
<th>Square Feet per Space</th>
<th>Total Square Feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lobby</td>
<td>1</td>
<td>750</td>
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<tr>
<td>Reception</td>
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<tr>
<td>Client Meeting Room</td>
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<td>450</td>
<td>450</td>
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<tr>
<td>Staff Meeting Room</td>
<td>3</td>
<td>110</td>
<td>330</td>
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<tr>
<td>Think Tank</td>
<td>2</td>
<td>600</td>
<td>1200</td>
</tr>
<tr>
<td>Department</td>
<td>Quantity</td>
<td>Area 1</td>
<td>Area 2</td>
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<tr>
<td>-------------------------</td>
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<td>--------</td>
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<tr>
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<td>1</td>
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Table 5 Konami Company Space Calculation
**Adjacency matrix.** The matrix on the following page shows the relationship between the spaces within the floor 1 and floor 2. The degree of relationship is measured by determining the level of interaction between the spaces and is then described as having a strong, somewhat strong, neutral, or negative relationship. The matrix is used to determine where certain spaces will be allocated on the floor plan and how these spaces will relate to each other.

![Adjacency Matrix Diagram]

Figure 19 Adjacency Matrix
**Bubble Diagram.** The bubble diagram shown below shows the degree of relationship between spaces within the first floor area.

![Bubble Diagram](image)

**Figure 20 Floor 1 Bubble Diagram**
**Bubble Diagram.** The bubble diagram shown below shows the degree of relationship between spaces within the second floor area.

![Bubble Diagram](image)

*Figure 21 Floor 2 Bubble Diagram*
**Block diagram.** The following block diagram shows space allocations by floor.

The relationship is based on the adjacency matrix and bubble diagram.

![Block Diagram for Office Design](image)

*Figure 22 Floor 1 Block Diagram*
Block diagram. The following block diagram shows space allocations by floor.

The relationship is based on the adjacency matrix and bubble diagram.

Figure 23 Floor 2 Block Diagram
CHAPTER 5: DESIGN

Design Concept

Konami produces various video games every year. Creativity is definitely the key for the company to success. The people who work in Konami are very creative, passionate and energetic. Therefore, the design concept for this office is to create a comfortable and innovative office environment and atmosphere to stimulate employees, encouraging them to work in a creative way. The workspace was designed in several levels of collaboration in order to be able to adapt to different activities and groups. Different styles of furniture were used in the space to provide more options for working, collaboration and social. Also, living wall, various colors and high-tech products were planned into the space with the aim of creating a stimulating office space.

Design Sketches

Figure 24 Design Sketches 1
Figure 27 Design Sketches 4

Figure 28 Design Sketches 5
Figure 29 Design Sketches 6

Figure 30 Design Sketches 7
Figure 33 Design Sketches 10

Figure 34 Design Sketches 11
Figure 35 Design Sketches 12

Figure 36 Design Sketches 13
Floor Plans

First Floor

The first floor is a half public and half private working space. More traditional type staffs' offices such as marketing, human resource and finance are located on the first floor. The director office is also located on the first floor because of the often meeting with client.

First floor contains reception, lobby, client meeting room, director office, marketing office, finance & accounting office, human resource office, scan & copy room, multipurpose area and food area.

Second Floor

Second Floor is used for all the game developers. The reason for having them on the same floor is to encourage them to have more collaboration.

Second floor has informal meeting area, staff meeting room, think tank, game designer office, level designer office, animator office, digital artist office, audio designer office and server room.
Figure 37 Level 1 floor plan
Figure 38 Level 2 floor plan
Konami Gaming Office Space Perspectives

The reception area is usually the first point of contact for the client. It is very important to create a positive and favorable impression. The red reception desk with famous Konami codes logo is consistent match the company’s branding. Wood panels with LED strips and red carpet are designed to emphasize the space.

Figure 39 Konami Reception Area
The lobby is a place mostly for client use. An interesting and comfortable environment should be provided for the client. The living wall is designed to greatly improve air quality and client’s mood.

The branding plays an essential role in lobby. A large screen is installed on the wall in order to provide company latest news and game information to client. Also, company logo and game controller button on the living wall can make the space more interesting, and improve firm branding.

Figure 40 Konami Lobby
The Multipurpose area is designed for different level activates. Different types of furniture are offered for staff to relax, work and gathering. There are many options for staff to entertain and collaborate. For example, there are ping pong table, video game lounge, books, food area within the space.

The stair is also designed to have multiple purposes. Comfortable and colorful cushions invite staff to have a meeting or chatting. Many good ideas can come out from here.
Figure 42 Konami Multipurpose Area 2

Figure 43 Konami Second Floor Informal Meeting Area 1
The staff working space is the most important part of the office. Open plan allows natural light come through the space and encourages employees to have more collaboration. The elegant space dividers can provide visual privacy for employees in open plan office and still maintain the benefits of open plan.

Colorful carpets and furniture are chosen for the working area in order to stimulate employees' mood.
Figure 45 Konami Staff Working Space

Figure 46 Staff Meeting Room
Presentation Boards

Figure 47 Presentation Board 1
Figure 48 Presentation Board 2
Project Display Table Design

The display table was designed for presenting the boards and iPads. Therefore, the table and the office need to have relationship. The similar design elements were added into the table such as the cut-off of the legs and the curved top. Also, the table was painted by the acrylic clear-coat in order to keep the original wood color. The wood color has a great contrast with the white wall and the presentation boards.

Figure 50 Project Display Table Sketch
Figure 51 Project Display Table Dimension 1

Figure 52 Project Display Table Dimension 2
Figure 53 Project Display Table Layers
Figure 54 Project Display Table Perspective 1

Figure 55 Project Display Table Perspective 2
Project Presentation Display, MFA Show

Georgia Museum of Art, University of Georgia

Figure 56 Project display table 1

Figure 57 Project display table 2
Figure 58 Project display during the Show 1

Figure 59 Project display during the Show 2
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