Mavenir Systems Pvt. Ltd.
Bengaluru, India

“Our aim was to create a modern and dynamic workspace for our employees, matching the current upscale tech-ecosystem environment. The greater design idea was to apply an open ceiling concept, coupled with fantastic flooring. Hence, we chose the newly introduced design line from Shaw Contract carpets and narrowed down on the precise colors to get the exact look and feel we wanted. The quality of the work environment at Mavenir is one of the main drivers to attract great talent. And succeed, we did.”
— Yehuda Adar, Mavenir Design Systems
When the floors spoke Mavenir’s brand language
Symmetrics’ fine grasp and project execution

Transforming a raw space
In this age of open and globally connected offices, organisations take great care to communicate their brand values consistently around the world. When Mavenir Systems wanted to renovate its 100,000 SFT corporate office in India, the company sought out the renowned Israeli design firm ADB Studio.

For the design team, it was an opportunity to communicate Mavenir’s brand values through flooring. The challenge was in identifying the right material and brand that had the flexibility to provision a diverse range of design solutions across different areas, and yet maintain their style language.

Simple, geometric, colorful and sustainable
The product variety of Shaw Contract carpets set the design tone for the entire office. The designer’s idea was to demarcate various sections in the office (conference rooms, working spaces, corridors etc.) by deploying carpet tiles as per the functional and aesthetic need. The factors the designer considered were:

- High flexibility with designs and colours; high load bearing capability
- Efficient sound absorption and optimum acoustic quality
- Underfoot comfort and temperature regulation

Execution:
Symmetrics Development Services, India handled the complete execution and delivery of the project. The company displayed high competence in grasping project specifications to the full satisfaction of ADB Studio. Symmetrics lived up to the expectations of both ADB Studio and Mavenir Systems; and delivered a project worthy of appreciation.

Result:
The fine interplay of bright colors and geometric patterns created an instant aesthetic connection with the people who inhabit the space - employees, customers, visitors and other stakeholders. It infused a warmth in the environment that any person could experience by being there.

“I loved the way the new office took shape from the floor, as if it rose from the drawing board. The flooring defined the structure and personality of Mavenir Systems exactly as I had visualized.”
— Albert L Levin, Chief Designer, ADB Studio, Israel

THE SHAW STAMP OF SUSTAINABILITY—
Shaw carpets are recyclable, environment friendly and PVC-free. Used in more than 500,000 projects across 80 countries worldwide, Shaw products use 40% less energy in production and weigh 40% less than traditional carpet tiles. Shaw Contract is resolutely focused on material health and reutilization, renewable energy, water stewardship and social responsibility.