



Virgin Experience Days  
Project

# Virgin Experience Days

**Location:** Bourne End, Buckinghamshire

**Products:** Rooms, Tryst



## Opportunity

Following a rebrand from Acorne, Virgin Experience Days required a new workspace that lived and breathed the infamous branding and ethos of Virgin, as well as instilling the brand values for all staff. As part of the rebranding exercise, the client wanted to change the culture of the company to be more aligned to the Virgin Experience Days way, with a much larger emphasis on collaborative and agile working practices. They also wanted to foster more cohesion between the departments and encourage a more egalitarian culture.

## Solution

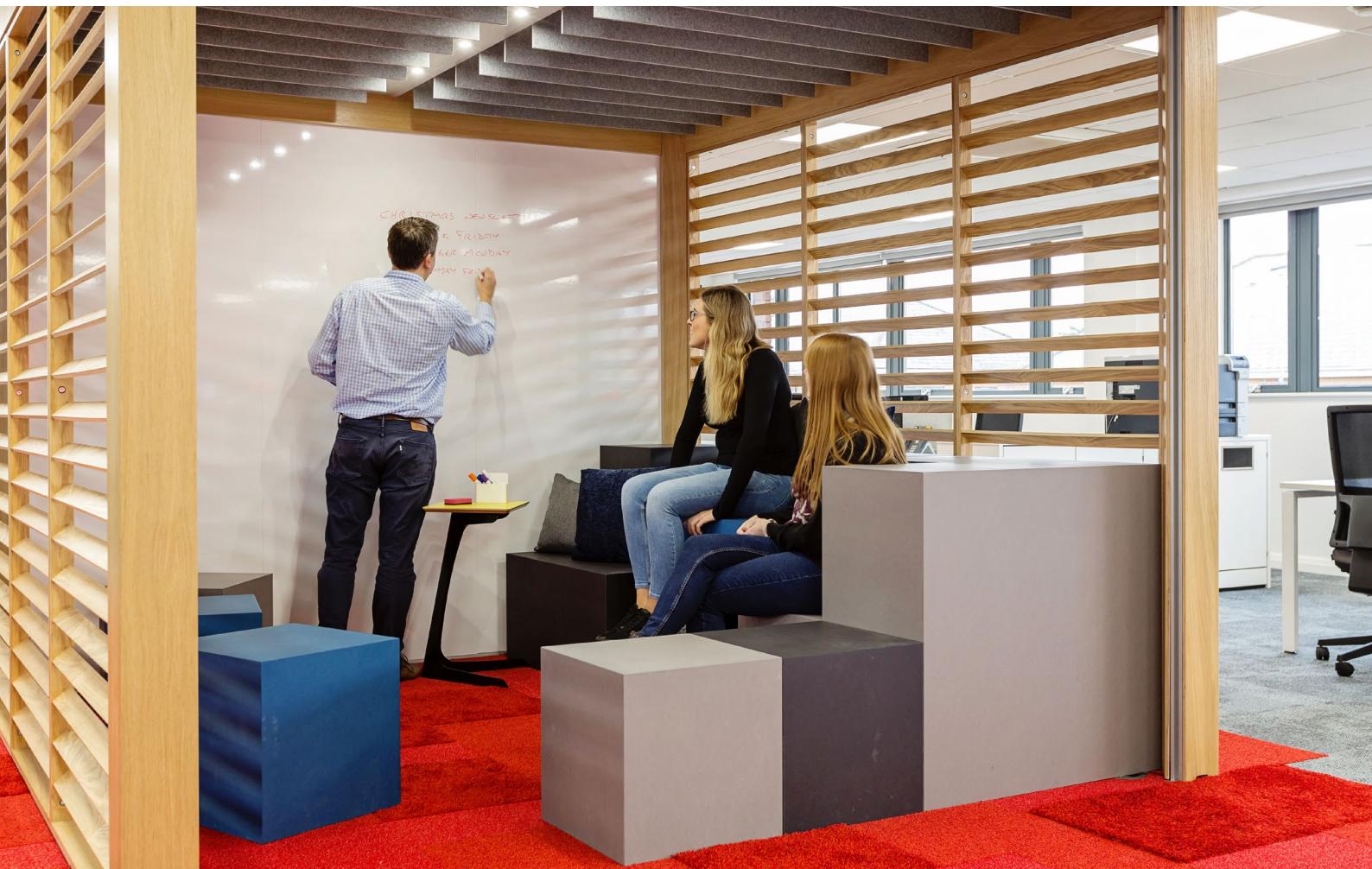
CBS Office Interiors worked closely with Virgin Experience Days to bring their new vision to life. On the first floor, radical changes were made by removing private offices and bringing everyone together in an open plan environment. The management team now sit in the open area with the rest of the team, promoting a top down egalitarian shift in culture. The focal point of the open plan space is Rooms with large whiteboard walls to encourage regular team huddles and inspire an idea sharing culture. Soft seating areas are located across the open plan space, with our Tryst 4-seater booths providing opportunities for agile working and informal catch ups.



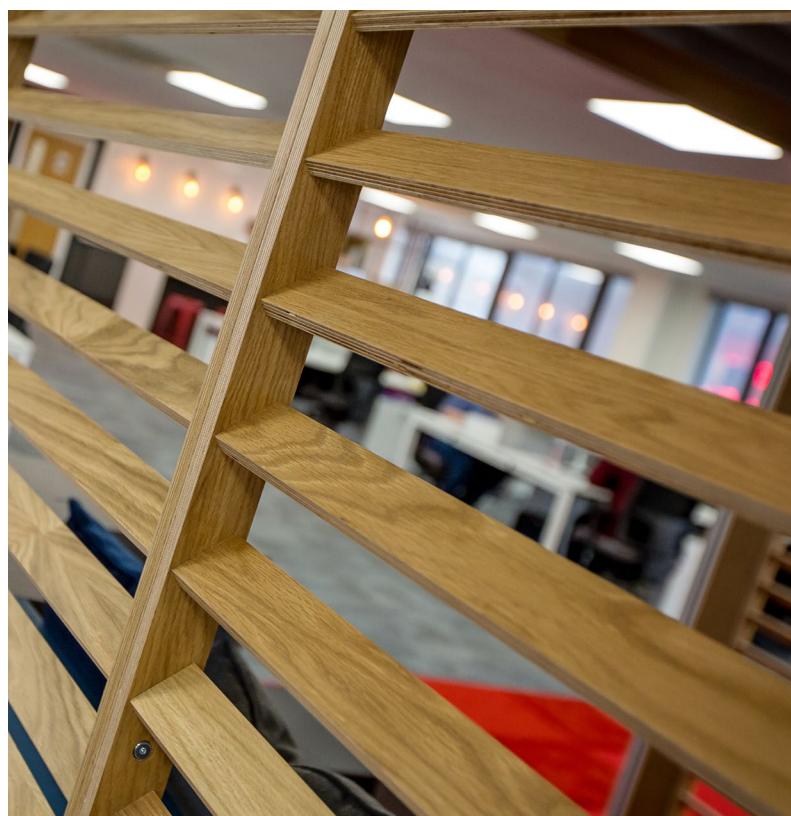
**Rooms** were used to break up the large open plan office and create spaces that offer flexibility and choice between privacy and openness to encourage regular team huddles and an inspiring sharing culture.



**Whiteboard walls** were installed to use for idea meetings.



**Acoustic baffles** were installed to reduce sound transfer & sound absorbency to support sound privacy.



**Venetian trellis** were specified to create a suggestion of an enclave offering partial privacy.

A series of **Tryst** meeting booths were installed to support breakout meetings and solo working.



Integrated power options & work surfaces were specified to support meetings.



Sprung seats & high back privacy screens allow for Tryst to act as a comfortable and private breakout area.

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