



FITBIT OFFICES

76 BAGGOT STREET LOWER, DUBLIN, 2

MCA
ARCHITECTS

PROFESSIONAL TEAM

Project Manager:
Gardiner & Theobald

Architect:
MCA Architects

Quantity Surveyor:
Gardiner & Theobald

Mechanical & Electrical Engineer:
SEHA Technical Services

Structural Engineer:
Barrett Mahony Consulting Engineers

A European Headquarters
that delivers Fitbit's vision for
activity and movement, vitality
and wellbeing.



CLIENT'S VISION

Fitbit appointed MCA Architects to deliver their European Headquarters and sought design solutions to facilitate a flexible working environment for both administrative and sales staff alike. Following a process of brief development, MCA envisaged an office space that fosters collaboration and wellbeing, delivers state of the art conference and marketing facilities and responds to Fitbit's core values, creating an active office that is friendly, helpful, inclusive, motivating and fun.

UNIQUE CHALLENGES

Several technical challenges arose due to the quality of the existing building fabric including poor quality underfloor cabling; minimal service voids; and a peculiar existing perimeter heating system that posed a considerable condensation risk to new interior linings and finishes. However, the greatest design challenge was arguably delivering the client's vision to evoke a sense of activity and promote movement, vitality and wellbeing into what is essentially a static use case, an office.

SOLVING THE CHALLENGES WITH DESIGN

A particular technical challenge included the existing heating system.

Here radiators were mounted directly to the inner face of the external façade. This façade itself also offered little in the way of acoustic protection or viable anchor points for internal partitions. To mitigate any risk generated by these existing conditions, all acoustically sensitive and compartmentalised spaces were formed away from the façade, built as free standing "boxes" within the space. This in turn generated a particular form in plan, lending itself to the higher concepts of movement and vitality. In effect, the meeting spaces became destinations around which a "running track" circulated abutting the façade.

HOW CHALLENGES BECAME INNOVATIONS

Further innovations, borne of the Client's vision, included a reception space that doubles as a product hub and is bounded by a Yoga Studio and a "treadmill conference room". This welcoming space provides visitors an initial glimpse into the core values held by Fitbit, while the sense of movement evoked by these elements is further emphasised by a bespoke sculptural ceiling feature overhead that references a changing perspective as one transitions across the space.

Client	Fitbit
Value	€2M
Start Date	2016
Finish Date	2016
Size	5,070ft ² / 1,400m ²

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