

E.Bay



A great survivor of the 'dotcom' shake-out, eBay is a unique global phenomenon that dubs itself 'The world's online marketplace'.

Launched in 1995 by Internet enthusiast Pierre Omidyar, eBay has grown exponentially from its United States base to become the world's largest personal online trading community. Put simply, eBay has created a new market where individuals - not big businesses - trade almost anything under the sun.

In the UK, the company is growing rapidly and in the summer of 2003 it moved into new and substantial offices. Over 100 employees are destined to work in the new headquarters' building for which workplace specialists Morgan Lovell devised a concept that is truly in

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keeping with eBay's young and vibrant image.

With offices in London, Wokingham and Milton Keynes, Morgan Lovell's success has been based on its mission to create

workplaces that enhance the business performance of its clients.

eBay was no exception to this and its 2,000 sq m UK Head Office posed a fascinating challenge. With only a shell as their starting point, Morgan Lovell set about providing a stunning turnkey solution for yet another high-profile client.

"It was important that we created a lively, bright and creative environment for what is a predominantly young workforce." So said Morgan Lovell's Head of Design at their Wokingham office, Stuart Aitken.

"eBay wanted open plan offices but with lots of meeting rooms leading off where small groups could discuss specific projects," said Stuart.



"We also had to create a series of quiet rooms and breakout areas to ensure staff have a workplace which is as attractive and stress-free as possible."

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In one of the breakout areas, an opportunity arose to create a striking ambience with the use of an innovative new flooring product from The Amtico Company. Whilst the brief was to create a cool and relaxing room for staff to enjoy their relaxation periods, the flooring led the way in differentiating this environment from other work-related office areas.

Amtico's new Aqua Collection of tiled flooring is inspired by the 1960s Op-art paintings of Bridget Riley. The six new designs in the range play with the powers of optical illusion and holographics. They use the soft sheens of silks and brushed metal to create a sense of 'water movement' within the tile itself.

"We used two Aqua products in the

breakout area," said Stuart. "Sea Spray and Deep Water are juxtaposed along a curve running through the centre of the room which is reflective of the rotunda-effect we created elsewhere. A drop-ceiling and accent lighting were further complemented by subtle wall colourings, whilst silicon-jointed glass windows completed the picture of privacy and separateness.

"Without doubt, it's the Amtico flooring that catches the eye and ultimately steals the show," enthused Stuart. "As soon as we showed Aqua to eBay in the UK, they loved it. And when we sent samples to eBay's people in California, their immediate all-American reaction was: 'Go for it!'"

Design: Morgan Lovell



Amtico Products: Aqua AQ211 Deep Water
AQ988 Sea Spray

Contractors: Carters(Furnishings)Ltd



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