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L'Oreal, Hudson Yards South Tower – New York

Architect: Gensler

Client: L'Oreal

Completion: 2016

L'Oreal, the world's largest cosmetics company, moved its USA corporate headquarters to the Hudson Yards South Tower development. The project includes 11 floors with 407,000 SF of class-A office space including a salon, support and reception area, store, as well as a cafeteria and dining area.

Our services included conducting benchmarking studies in existing L'Oreal facilities to understand the current acoustic environment. Based on our benchmarking studies and industry standards, we developed criteria for office privacy and general acoustics and provided guidelines to designs on how to achieve acoustical goals. To assist in achieving the design objectives, our office designed and specified sound masking systems for all office areas.

Our benchmarking studies and mock-up testing allowed L'Oreal to make informed decisions on their new construction that were best suited to their goals and expectations, while still maintaining a more open aesthetic.

We worked closely with L'Oreal designers to achieve quiet spaces to be used and enjoyed by employees.