**Project Name:** Kings Hawaiian Corporate Offices  
**Project Location:** Gardena, CA  
**Project Narrative:**

As a California transplant with Hawaii roots, capturing the client’s local heritage and culture were a primary goal for the design team. Due to the high profile nature of this client and their nationally recognized marketing campaigns, the designers had an opportunity to create an office space that would authentically represent Hawaii on the national stage.

Other client objectives included:

1. Communicate the Kings Hawaiian brand through the use of color (iconic orange).
2. Convey the “Kings Hawaiian Way: a uniquely Hawaiian approach to hospitality based on graciousness, generosity, and a commitment to making everyone feel like a part of the Kings Hawaiian ohana (family),” through design.
3. Collaborative spaces for their different departments and creation of flexible spaces that could serve a variety of usages.
4. Design an office that felt energetic & youthful

To meet the client’s objectives, the design team approached the project with a blend of craftsmanship, functionality and cultural authenticity. The designers commissioned all-local Hawaii artisans for custom millwork, while a majority of artwork was sourced from Hawaii artists. Hawaii-inspired finishes were used throughout the space including: basalt, capturing the essence of lava; custom-designed tapa-inspired tropical wood screen; a variety of other tropical hardwoods.

Exposed ceilings and suspended architectural wood grilles were used to define space, create visual interest and make spaces feel more expansive. Furniture selection, fabric patterns, and lighting were specified to appeal to the staff’s young demographic and to have tropical-inspired aesthetic.

Flexibility was a key component throughout the office. Multi-purpose collaborative spaces offer a variety of work atmospheres, while flexible furniture systems were integrated to give staff customizable work stations.

Since the project’s completion in January 2017, the office has already served as the set of Good Morning America on multiple occasions and has been the recipient of critical acclaim, accomplishing a primary goal to showcase Hawaii’s local values, design and talent on the national stage.
One of King's Bakery's first locations was on King St. in Honolulu. The client wanted to capture the company's island roots in the design of their new office space.
Community, family and teamwork have been core tenets of the Kings Hawaiian brand since their inception in 1970. It was important that those characteristics help drive the design of their new office space.
Prior to moving to their new office, Kings Hawaiian’s existing office felt like it could have been an office for any company anywhere. One of the only things that paid homage to their Hawaii roots was the Outrigger Canoe hanging in their lobby. They knew their brand deserved better, and knew it was time for an upgrade.
The lobby was designed to look and feel welcoming and culturally authentic while incorporating the Kings Hawaiian brand. The floors and reception focal wall are made of basalt while the desk, trellis and select furniture use tropical hardwoods.
LOBBY: The custom-designed, tapa-inspired tropical wood screen is an aesthetic focal point of the lobby. The screen also provides visual separation between the reception area and coffee bar.
LOBBY: For the custom-designed reception desk, the team commissioned a local Big Island artist who hand sculpted the desk figurines in Ohia wood and hand chiseled all of the motif details into the fascia. To the left of the tropical wood screen, traditional Hawaiian fish hooks are repurposed to use as art.
MAIN CONFERENCE ROOM: The accent wall takes geometric clues from the Reception Area’s tapa inspired wood screen but reinterprets it to create a subtle but impactful visual focal point within the conference room space. The light fixtures are inspired by traditional Hawaiian fishing baskets. The trellis concept from the lobby is carried through to the conference room.
IMPROMPTU MEETING AREA: In contrast to the lobby, certain staff areas were designed to feel vibrant, playful and fun. A great place to talk story and connect with their Kings ohana, collaborative spaces were created through the design of comfortable, lively, and energetic breakout spaces. These spaces encourage interaction and provided staff with choices of work style and environment.
IMPROMPTU MEETING AREA VIGNETTE: Furniture selection, fabric patterns, and lighting were specified to appeal to the staff’s young demographic and to have a tropical-inspired aesthetic. The orange woven lounge chairs were selected in part because of their visual similarity to the iconic Kings Hawaiian Sweet Bread rolls. The Kings Hawaiian orange is carried through the design of this area.
LUNCH/MULTI-PURPOSE ROOM: A multi-purpose dining room converts to a large scale meeting space, and can also be used to host cooking demonstrations. A custom-designed felt screen mural provides visual separation that can be easily demounted (via Velcro strips) allowing for flexibility of the space. The custom live edge monkeypod tables encourages family style dining -- something integral to the Hawaiian culture.
LUNCH/MULTI-PURPOSE ROOM: Another impromptu meeting space was placed on the opposite side of the felt screen. In contrast to the reds, oranges and yellows of the adjacent lunch area, the blues and greens of this space create a calmer atmosphere, while contributing to the visual separation.
BREAKOUT MEETING AREA: Additional impromptu meeting spaces are shown here, encouraging the free flowing, collaborative work environment the client desired. The Kings Hawaiian orange is carried through in the fabrics, accessories...and even on one of our model’s shoes.
MAIN WORKSTATION AREA: Flexible furniture systems components were integrated so staff could customize their stations based on personal preference (ie standing, different orientation etc). Exposed ceilings and suspended architectural wood grilles were used to define space, create visual interest and make spaces feel more expansive.
CORPORATE SEATING AREA: The executive area of the office was designed to have a comparatively neutral and calming atmosphere, while incorporating sophisticated elements of island design.