

problem

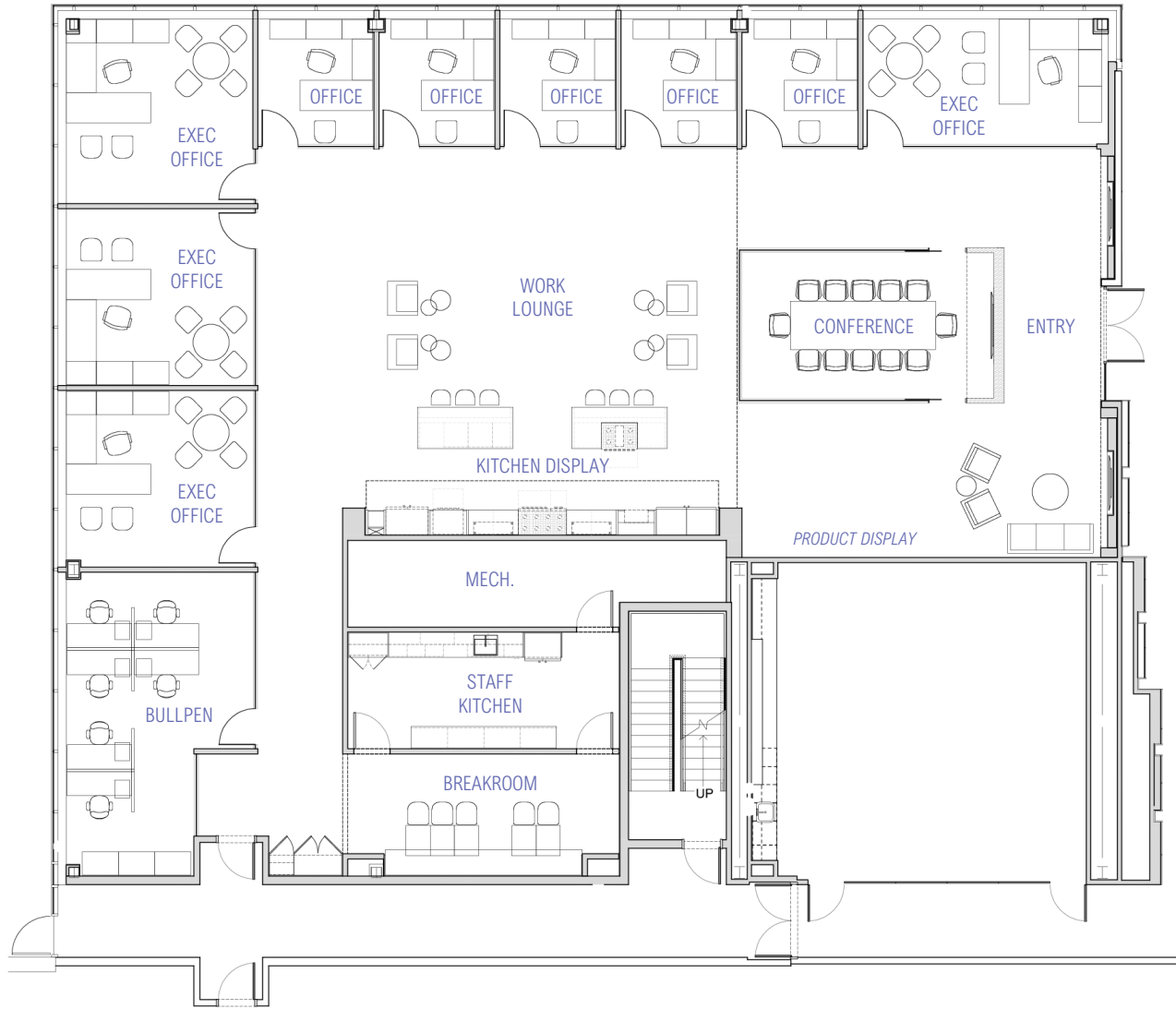
SSW was originally founded as a steel company making wire shelving for a refrigeration company. Through the years, as they grew their manufacturing expertise, they expanded beyond wire fabrication. In the early 2000s they acquired American Appliance Products and diversified their cooking product capacity. Today their innovation and manufacturing capabilities make them a leading OEM company for some of the largest appliance and HVAC companies in the world – included GE Appliances. SSW desired to be a local partner to their customers and wanted to establish a global headquarters in Louisville that could offer a hands-on, immersive experience to highlight their history and showcase their latest product solutions.

solution

The design solution for the SSW headquarters incorporates multiple lounges, a large conference room, 9 offices, 6 workstations, a staff kitchen, and staff breakroom but the focal point is the 30' kitchen display with dual islands. This display kitchen includes multiple examples of SSW's latest innovations for customers to experience in real time and was designed to be interchangeable as new products are developed. Surrounding the display, is a flexible work lounge that can be used by staff during the workday or be reconfigured for special events. The full height glass walls and doors at the offices and conference room enhance visibility and help create a collaborative environment. The aesthetic mixes the industrial elements of metal, concrete and stone with the warmth of soft wood tones, leathers and balanced neutrals. Color is used sparingly but repeated to reinforce the brand.

name SSW ADVANCED TECHNOLOGIES HEADQUARTERS
location LOUISVILLE, KENTUCKY
name SSW ADVANCED TECHNOLOGIES

floor plan





SSW
ADVANCED
TECHNOLOGIES













