

## **ASKA - An up and coming progressive architectural firm behind the new head office of Maria Nila.**



**This spring one of the worlds leading haircare brands Maria Nila opened the doors to its new head office, a four story townhouse located in the central part of Stockholm, Sweden. The newly founded architectural firm ASKA was given the task to renovate and design the new node of the organisation. A challenge they took on by following their company’s main philosophy: to define and highlight the essential and unique qualities, the ash - ”aska”, in each site, space and brand they address.**

After opening the heavy wooden door you immediately step right in to the magic world of Maria Nila, an entrance where you are welcomed by a unique art installation by ASKA made out of form-cut plexiglass discs resembling shampoo that comes dripping down from the ceiling.

*“In our work we find it our mission to uncover the essence of each individual project and bring it to the surface through architecture. Here we wanted to draw the visitors attention straight to the core of the company - their product. But the search for the essence can also be about the building and architectural qualities itself, for instance by choosing a light green wall paint we were able to highlight the original checked marble floor.”* Says ASKA co-founder Madeleine Klingspor.

The color scheme chosen for the different spaces through out the building clearly refer to the different haircare lines of Maria Nila. The pastel colors that are one of the main identities of the brand combined with a playful and soft architectural language make up the DNA of the building. The organic shapes are inspired by elements found in nature such as the the forest, ocean, coral reefs and caves. All referring back to the green and nature-friendly approach of the company itself.



The collaboration and creative process have exceeded all expectations according to the architects at ASKA.

*“It has been a privilege to work with a client that sees the true value in providing their employees with a creative and dynamic work environment. We were happy to find out that the people behind Maria Nila like to think outside the box and were not afraid to challenge the conventional ideas of what an office space should look like.”* Explains ASKA co-founder Polina Sandström.

When continuing upwards through the building it is evident that creativity and innovation is present even in the smallest of details.

*“A lot of the furniture and art pieces are designed specifically for the new head office. It was important for us to bring in objects made by young, up-to-date creators. Some of the collaborations involve furniture designer Gustaf Westman, LED artist Josefin Eklund and artist My Zachrisson.”* Says ASKA co-founder Madeleine Klingspor

ASKA is run by the two architects and co-founders Polina Sandström and Madeleine Klingspor. Participating architect in the project of Maria Nila was also previous ASKA - member Linnea Legefors. Among other things the company is currently working on finalizing the design of the new café Banacado, which opens on Tegnégatan in Stockholm later this spring.



For further information about ASKA, image material or project inquiries, please contact: Polina Sandström, +46 70 840 27 88, or email to [info@askaarchitects.com](mailto:info@askaarchitects.com)

Photographer: Mikael Lundblad

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