Joy Group Office | LZA

Joy Group is a multi-brand beauty group founded in 2016. In order to meet the needs of corporate development, it entrusted LZA to build a new and upgraded headquarters office. The project is located in One East Plaza, Huangpu District, Shanghai. This design comprehensively upgrades the brand's office space to bring a healthy, safe, and green workplace to the company. At the same time, the social space scene is upgraded to meet the office processes and working methods required by the enterprise both internally and externally. The design team integrated the product symbols of the company's two brands, Judydoll and Joocyee, into the space, combining them with bright and cheerful colors to reflect Joy Group's corporate vision of creating beauty and sharing happiness.

▼In the comprehensive reception area, corporate brand symbols are integrated into the space, creating a relaxed and pleasant atmosphere.

<Picture 01> Photography: Wu Jianquan

▼The front hall can be used as a place for communication and meetings, or as an open reception area.

<Picture 02>Photography: Wu Jianquan

▼Public leisure areas support multi-posture social interactions.

<Picture03>Photography: Wu Jianquan

▼reception desk

<Picture 04>Photography: Wu Jianquan

▼central sofa area

<Picture 05>Photography: Wu Jianquan

▼Water bar

<Picture 06>Photography: Wu Jianquan

▼Eyeshadow palette display in public areas reflects the company’s classic products

<Picture 07>Photography: Wu Jianquan

▼The deck space supports ad hoc meetings

<Picture 08>Photography: Wu Jianquan

▼The comprehensive front hall has a multi-level visual experience

<Picture 09>Photography: Wu Jianquan

▼The water bar provides employees with private space

<Picture 10>Photography: Wu Jianquan

▼Phone booth

<Picture 11>Photography: Wu Jianquan

▼Rest area and multi-person phone room provide small group meeting scenarios

<Picture 12>Photography: Wu Jianquan

▼Circular sofa supports impromptu meetings

<Picture 13>Photography: Wu Jianquan

▼Visitor waiting area

<Picture 14>Photography: Wu Jianquan

▼meeting room

<Picture 15>Photography: Wu Jianquan

▼meeting room

<Picture 16>Photography: Wu Jianquan

▼Corridor

<Picture 17>Photography: Wu Jianquan

▼Judydoll Office

<Picture 18>Photography: Wu Jianquan

▼Joocyee Office

<Picture 19>Photography: Wu Jianquan

▼training room

<Picture 20>Photography: Wu Jianquan

Project Name: Joy Group Office

Project Location: One East Plaza, Huangpu District, Shanghai

Site area：3000㎡
Architect’s Firm: LZA
Website：www.lza-design.com

Design Team: Zhangye，Li Jiangfeng，Hani Shin，Zhang yunzhi
Construction team: HongTao Construction

Prop making：Hooyi Group

Completion time: August 2023
Photography: Wu Jianquan