

“it’s all about  
the moment”



#### About the project

**How might we**  
re-imagine a global brand design  
team through PLAY?

The smallest things can make the biggest difference. Especially in an innovative office such as Starbucks’ office in Amsterdam. Our aim within this project is therefore not to reinvent the work space but to just do something simple: bring people together.

This initiative is about reconnecting with the company’s vision and values. Through play, the team is encouraged to develop rituals and break their everyday routines. Helping them to see things from a new perspective as well as improving motivation and satisfaction within the workforce.

Using the Starbucks paper cup, iconic within the stores as well as the Starbucks office itself, we encourage daily interaction with the cup, revealing a challenge with a thermal reaction. Challenges touching on the culture, creativity, teamwork, communication and play. All the things that make Starbucks what it is today.