



Young & Rubicam Group

Project Details

Category	Advertising
Services	Project Management
Size	1862m ²
Capex	\$1,400,000
Head Count	226
Density	9m ² per person
Cost/m²	\$752
Time to complete	3 months project approval to handover

The Young & Rubicam fitout presented many challenges, from internal budgetary constraints allowing \$750/m², refitting existing space whilst still being occupied and being provided a deadline that pushed the limits of being achievable.

We have never shied away from a challenge. IDPM overcame these challenges by managing a dynamic project structure and we developed and integrated input from all stakeholders and key consultants in a very short period of time. We monitored communication between all parties to ensure the fast tracked design, budget and all important approval process was not compromised.

IDPM strategized the rollout of the new works with Young & Rubicam enabling one floor to be refurbished at a time maximizing time available for construction and reducing overall fitout costs. This project was successfully delivered by IDPM achieving all client objectives of time, cost and quality.

The overall look and feel created a bar/pub environment to suit the young and enthusiastic environment of the advertising world. The palette included natural reclaimed timbers, subway tiles, steakhouse studded vinyl booths, suspended ropes, polished concrete flooring and exposed ceilings.

