



Lounge area in the reception

## Business Category

### Mobile portal sites

Location	: Tokyo
Office area	: 6,355m <sup>2</sup>
Number of office staff	: 600
Project completed	: February, 2008
Design	: Okamura

## DeNA Co., Ltd.

<http://www.dena.jp/en/>

DeNA was founded in 1999 and is renowned for mobile portal sites such as “Mobage-town”. In February 2005 the company was listed on the Mothers section of the Tokyo Stock Exchange and following an almost unprecedented rate of expansion, they entered the first section of the Tokyo Stock Exchange in December 2007. Their head office and affiliated companies moved to one office in Shibuya, Tokyo. This project was built on three concepts: “Enhancement of the working environment”, “Allowance for the increasing growth of the organisation”, “Improvement of DeNA’s brand identity.” The upper floor of the reception is laid-out like a hotel, which was aimed at improving the “hospitality” experience of visitors to the office. In the centre of the office floor there is a large “communication counter” to encourage informal meetings within the office environment. In addition, Okamura designed various meeting rooms, each with their own individual décor/style. In this way, an office environment which inspires creativity was born. The uniqueness of “DNA” which is at the root of the “DeNA” concept was at the heart of the new office design and the company continues to try their hand at new challenges.



The reception area, which offers amazing views of the local park



Meeting room for visitors. As this room is on one of the upper floors, it has an incredible view of Tokyo.



Partition free open office area.



The "communication counter" in the centre of the office creates as easy meeting area for informal discussions.



A break-out area with a TV and vending machines, which offers staff an area to relax and refresh away from their desks.



The glass walls of the boardrooms make all meetings visible to normal staff. This is a symbol of the open working culture that is fundamental to DeNa's philosophy.



Meeting area, known as "Friendly" which offers a space to relax while having internal meetings.

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