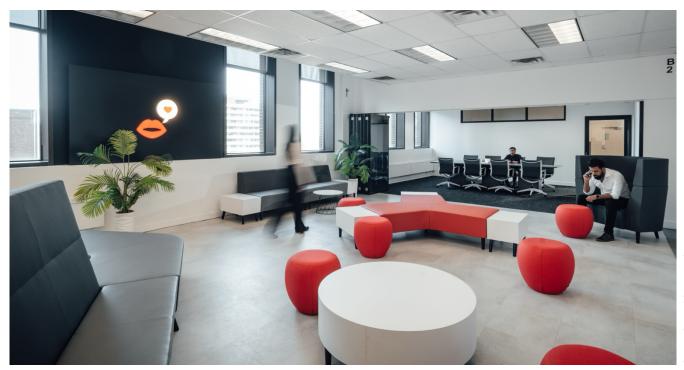# Virgin Plus:

Creating a space for employees to thrive

Building connection and community was the primary objective for Virgin Plus Corporate (a subsidiary of BCE) when they opened their headquarters in Toronto.

Fostering Connection and Community

The design and development team for Virgin Plus carefully designed and curated their space to ensure everyone feels comfortable and included. Stella Michailidis, Executive Assistant to Blaik Kirby, Group President, Consumer and SMB at BCE explains, "Our focus was on cultivating a calm, relaxed and welcoming atmosphere—one that fosters a sense of belonging, and encourages seamless collaboration amongst colleagues." Openness and transparency are threaded throughout—from open office work areas to private offices, meeting rooms, and multi-purpose common areas. Artifacts like guitars and music tour posters decorate the walls, connecting the employees to the Virgin brand. Open plan workstations specified in a crisp, white finish look fresh and feature low panels with clear glass to enable uninterrupted sight lines. Plenty of soft seating configured throughout the space

offers a choice on how and where to work. A large, 'playroom' area serves as a hub for employees to use whatever way they see fit—from a place to watch the game to a space to unwind or refresh. Michaildis adds, "We have intentionally eliminated physical barriers such as high-walled cubicles to open communication and minimize feelings of isolation. The result is a fresh, clean and airy environment that aims to replicate the comfort and familiarity of a home—enabling employees to feel happy, inspired and energized in their work. We've truly experienced a positive impact on our work culture."

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Stella Michailidis, Executive Assistant to Blaik Kirby,
Group President, Consumer and SMB

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