

Gearbox Montreal

When design meets innovation in the world of video games.

CLIENT

Gearbox

TEAM

Patriarche (Architecture, Interior architecture, Signage, Graphic design)

Partners :
Planifitech Inc. electromechanical engineer

KEYPOINTS

208 workstations.
12 meeting rooms.
11 lounge areas.
1 cafeteria.
Fusion of art and design.
Eclectic furnishings.

Gearbox, a leader in the video game industry, has once again partnered with Patriarche for the design and construction of its first studio in Montreal, following the success of their project in Quebec City, which earned the Grand Prix du Design in the category "Interior Design, Office, Creative Firm and New Technology Companies." While the Quebec City studio served as a benchmark, a new approach was adopted for the Montreal location.

The distinctive layout of the Montreal studio, characterized by its rectangular and elongated floor plan, presented a significant challenge. The need to create a dynamic environment while providing clear landmarks was crucial. To address this challenge, Patriarche adopted an audacious approach, creating various ambiances and playing on color contrasts to delineate the different spaces. This innovative strategy not only enlivened the space but also facilitated team orientation, promoting a fluid and intuitive circulation.

Gearbox's studio in Montreal features 208 open-space workstations, 11 enclosed offices, 12 meeting rooms, and 11 lounge areas. Each area was designed to meet specific needs, fostering collaboration, individual focus, and relaxation. This functional diversity ensures that each team member has an appropriate environment, thereby enhancing productivity and well-being in the workplace.

Typology
Offices

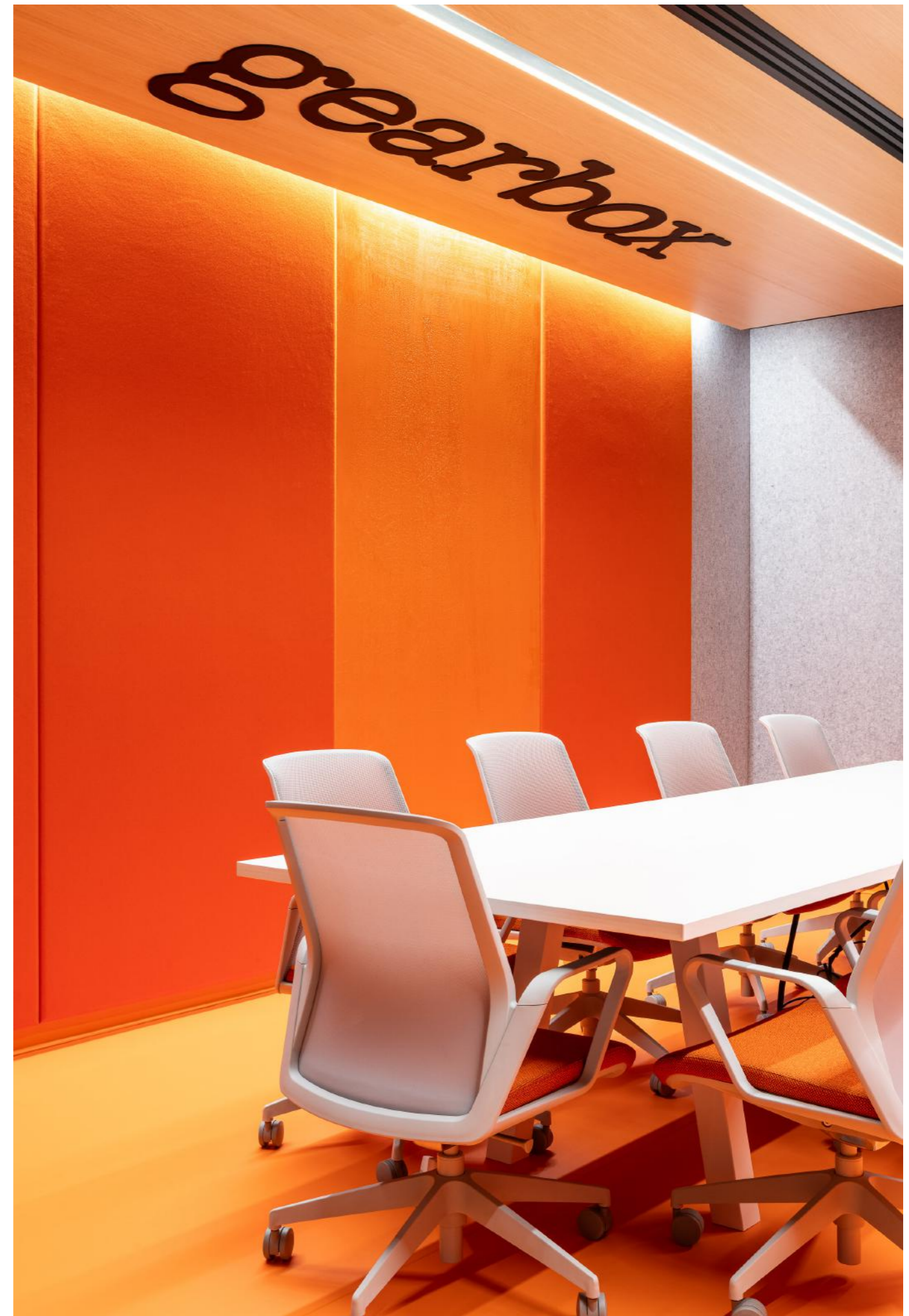
GFA
3 058 m²

Construction cost
4.6 M\$

Location
Montreal, Canada

Status
Delivery 2023

Project delivery
Private project management

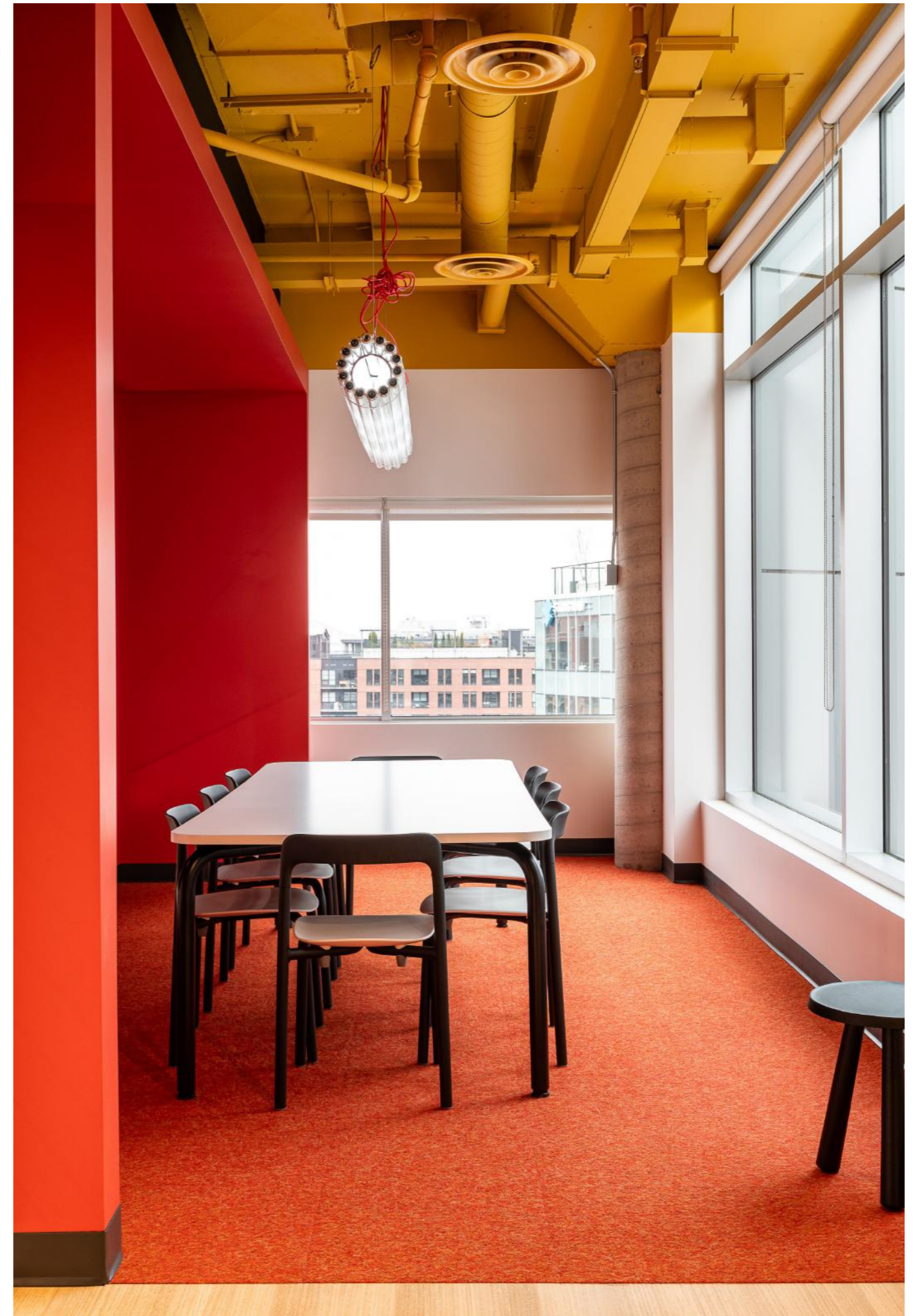


Inspiration and key concepts

Our team embarked on a quest to create a distinctive identity for the Montreal studio. To achieve this, we immersed ourselves in a world of vibrant, retro colors, drawing inspiration from the unique urban energy of the metropolis.

The industrial district of Montreal's Old Port, home to this Gearbox studio, served as a major source of inspiration, with its graffiti and abandoned buildings. We integrated elements of street art into the design to capture the essence of pop culture and the 90s era. For instance, the gender-neutral signage draws inspiration from the iconic video game Mario Bros, featuring a retro, pixelated typographic composition

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Eclectic furniture and unusual elements

To add a touch of originality, we carefully integrated unexpected pieces of furniture. Stools resembling tree trunks and a colossal meeting table with wooden branch legs were selected to infuse the design with a natural, woody atmosphere, creating a contrast with the venue's 90s ambiance.

The project embodies the concept of exploring off the beaten track, exemplified by elements such as the yellow curtain reclaimed from a welding workshop, playfully nicknamed the "shower." This singular detail evokes the raw, industrial spirit of a construction site, intentionally contrasting with the cozy comfort of the rest of the cafeteria space.

One of the highlights of the project was the artistic collaboration with Julien Lebargy. The reproduction of his work "Little Boy Bomb," displayed near the offices' entrance, prompts a poignant reflection on our relationship with war and aims to raise awareness of contemporary issues through echoes of the past. This initiative is part of a broader process of reappropriating historical objects for artistic expression, enriching the uniqueness and depth of the project.

In this project, Patriarche unleashed its creativity, pushing the boundaries of design to conceive a truly unique concept.



Julien Lebargy, After all these wars, how many stars will remain in our eyes?
2015-2023

Steel, wood and mixed materials
280 cm x 83 cm

JulienLebargy.com



When creativity and trust turn a concept into reality

In this project, Patriarche unleashed its creativity, pushing the boundaries of design to conceive a truly unique concept. The customer, demonstrating unwavering trust in us, proved to be an exceptional partner, embracing our boldest ideas without hesitation. This mutual commitment made it possible to bring our shared vision to life, resulting in an extraordinary workplace where innovation and originality take center stage.





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