

DOJO BRISTOL

'Design a contact centre that breaks the traditional mould.'

This is the brief that BDG Architecture + Design (BDG) and Tollgard were tasked with when designing Dojo's new Bristol office.

CONSULTATION & SPACE PLANNING
FF&E DESIGN
FF&E PROCUREMENT & INSTALLATION
REPEAT CLIENT



The brief to create a call centre like no other encapsulated the client's need to create an office environment that would attract the top talent in Bristol and increase their well-being and motivation. By combining the comfort of the home with world-class work and training environments, the design team aimed to create a workspace that Dojo employees would enjoy spending time in and that reflected the company's dedication to its people.

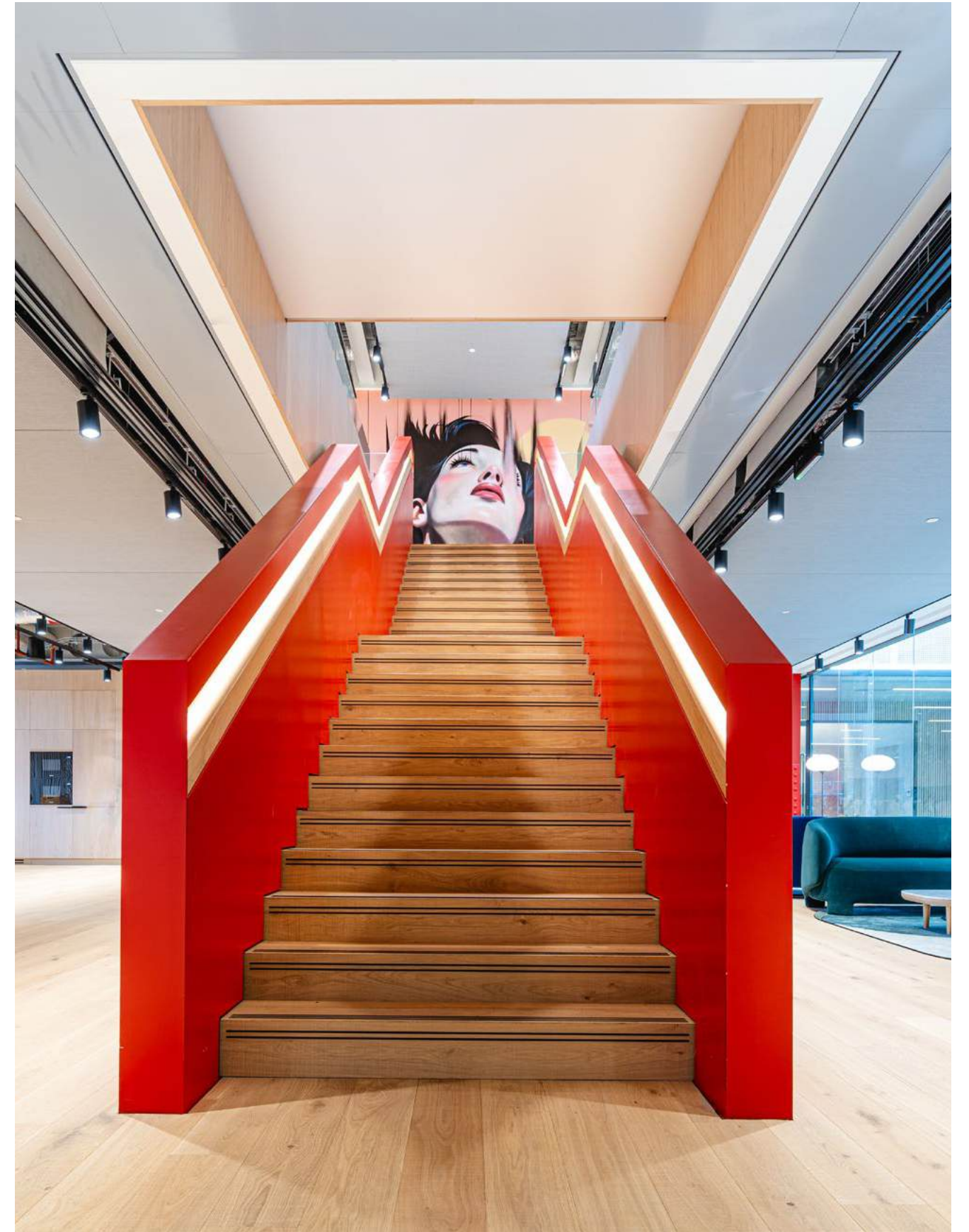


The workplace serves as a contact centre and training hub to better enable Dojo's fast-growing team, whilst providing expert customer service to over 126,000 businesses. The new workspace delivers a cutting-edge office environment with 402 desk spaces and a selection of flexible meeting, training, and social areas to reflect Dojo's dynamic and people-centric work culture.

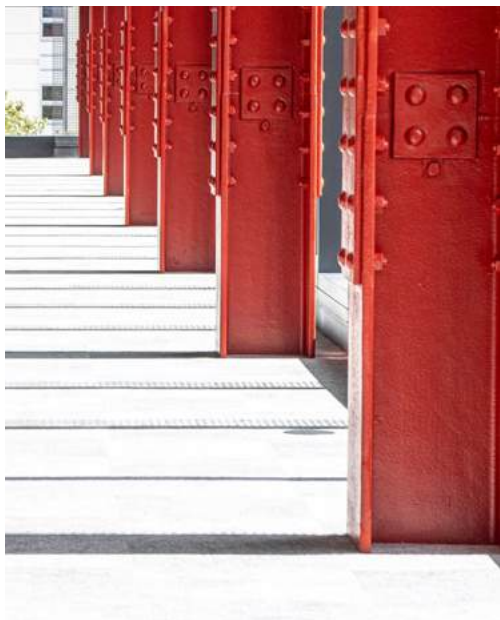




The design draws inspiration from Bristol's dynamic energy and alternative spirit and is set across two floors, connected by a striking red staircase. Local graffiti artists including Oshi, Andy Council, Epod, and Will Barras, have infused the interiors with authentic colour and character, encouraging employees to interact with art naturally as they move throughout the workspace.







The requirement to use its London office as a blueprint presented a new challenge: how to retain the DNA of Dojo's London office, while creating a space that reflects Bristol's unique character. Far from transposing a London-centric office onto Bristol, BDG was determined to celebrate the city's industrial heritage and vibrant energy.





One of the building's defining characteristics is its use of graffiti by local street artists to showcase the city's diverse community.



The design team's goal was to design a space that seamlessly blends professionalism with a sense of home. Tollgard opted for pieces that create a warm and welcoming atmosphere; while soft, rounded edges and low-level seating from makers such as Tacchini encourage relaxation breaks and bring a unique character by offering fun and tactile moments.



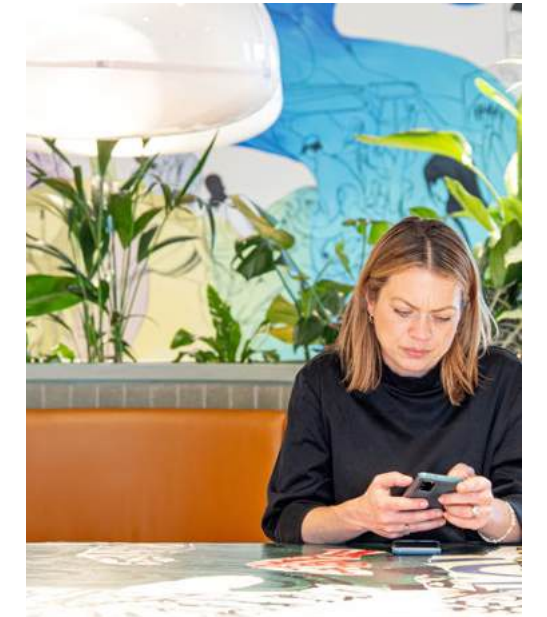


To complement the strong red thread, Tollgard focused on a rich colour palette of cobalt blue, olive green, and marl grey, accentuated by planting and foliage to provide a biophilic touch: a natural addition to this contemporary aesthetic.



Building longevity and sustainability in:
the furniture is of the highest quality, with
functional and timeless pieces selected
by the team to meet Dojo's current and
future needs and to minimise waste.





Tollgard's 'resi-mercial approach' is particularly felt in the addition of atmospheric feature lighting, like the Iris from A-N-D Lighting. In addition, a filter was added to the base build lighting to lower the lighting output from 4000K to 3000K, softening the lighting temperature and increasing consistency without removing the original fittings.

This is a workspace that prioritises people. Indoor planting and biophilia breathe life into the workspace and enhance employee wellbeing. Breakout spaces and moments for relaxation and fun infuse the office with the comfort of the home and the excitement of the city.







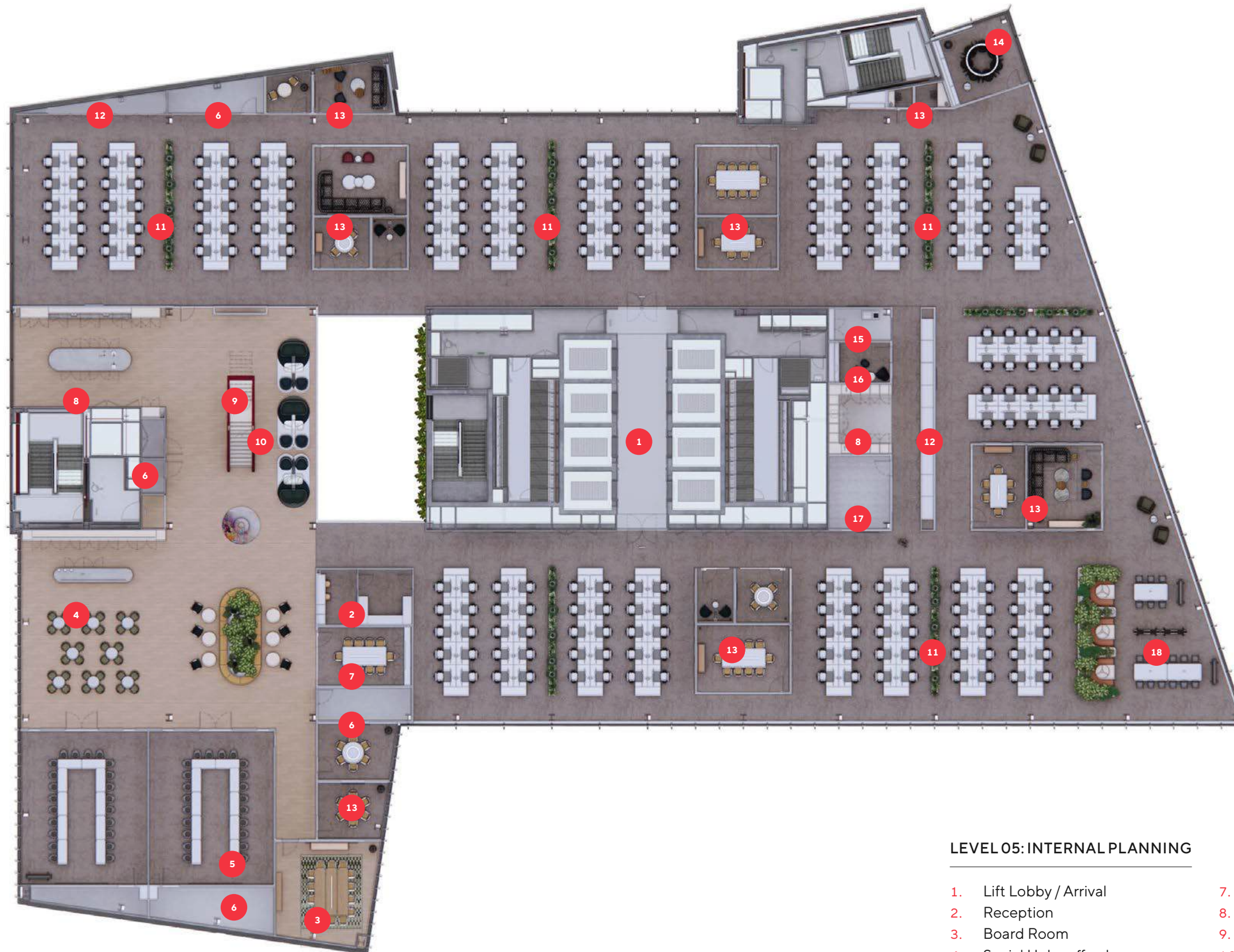
LEVEL 06: INTERNAL PLANNING

- | | | |
|----------------------------|-----------------------------|--------------------------|
| 1. Lift Lobby / Arrival | 7. Technical Meeting Room | 13. Meeting Room Cluster |
| 2. IT Bar / IT Store | 8. Tea Point | 14. Quite Library |
| 3. War Room | 9. Feature stair | 15. Print Room |
| 4. Customer Immersion Zone | 10. Break Out | 16. Multi-faither room |
| 5. Training Rooms | 11. Workspace Neighbourhood | 17. SER |
| 6. Store | 12. Coat store | 18. Collab Breakout |

Dojo's Bristol office occupies Levels 05 and 06 of the EQ Building, Bristol. The workspace accommodates 402 desk spaces, a selection of flexible areas to respond to employee workflows and training needs, and a social hub centred around a coffee bar.

Neighbourhoods break up the landscape of the open floor plan. Additional collaboration spaces designed for stand ups and huddles make use of pockets within the irregularly shaped floor plate.

In line with Dojo's focus on collaboration, the workspace revolves around the social hub and coffee bar. Designed to be able to transform for larger events, the hub forms a space for Dojo staff to socialise and celebrate.



LEVEL 05: INTERNAL PLANNING

- | | | |
|--------------------------|-----------------------------|--------------------------|
| 1. Lift Lobby / Arrival | 7. Social Hub, Side bar | 13. Meeting Room Cluster |
| 2. Reception | 8. Tea Point | 14. Quiet Library |
| 3. Board Room | 9. Feature stair | 15. Print Room |
| 4. Social Hub coffee bar | 10. Break Out | 16. Parents Room |
| 5. Social Hub Townhall | 11. Workspace Neighbourhood | 17. SER |
| 6. Store | 12. Coat store | 18. Collab Breakout |

Internal planning is used to draw people into shared spaces. For example, a central striking red staircase encourages movement between the two floors. A mixture of informal seating arrangements allows staff to work collaboratively and socialise around the office. Microwaves are featured only at larger tea points to draw staff away from their desks and to gather in common areas during mealtimes.

Circulation

Maximised external views and protected long internal sight lines give the space a feel of openness and increased circulation. Cellular meeting rooms do not connect to the external façade, keeping floors open plan. Partition structures enable staff to divide, rather than close off, space.





A central hub acts as a multifunctional space for events, training, and after-work socials, while staff can choose from multiple open and informal workspaces designed to foster collaboration. The dedicated barista reflects the Founders' belief in the transformative powers of great coffee.





A requirement for top-class training facilities for onboarding staff led to the creation of a flexible and customisable 'experience centre' for roleplaying real-world customer scenarios.

Flexible and stackable furniture further supports the reconfiguration of spaces for different uses and team sizes as the company develops.



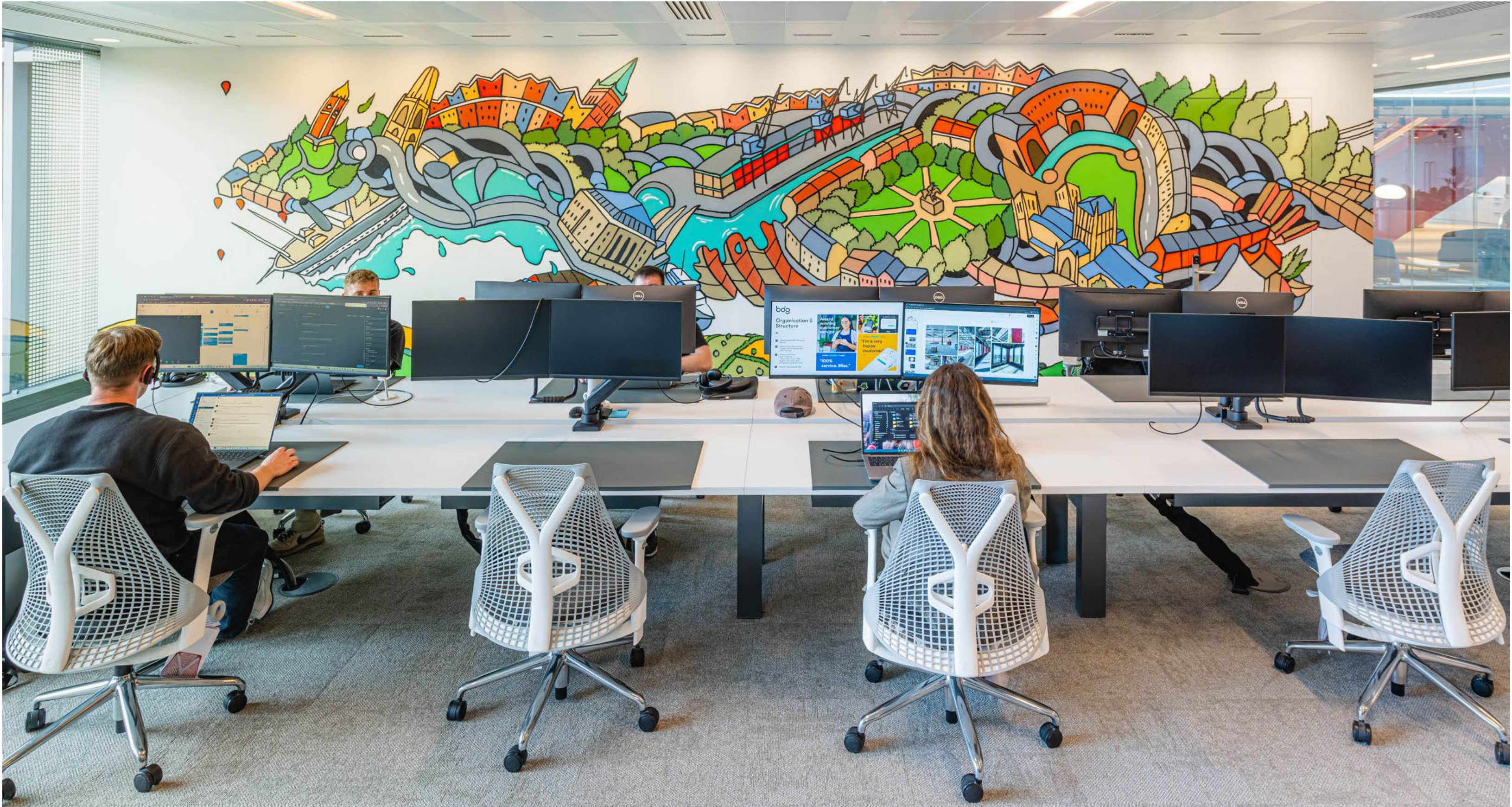




Striking boardroom tables by renowned maker Malte Gormsen, crafted from the exquisite sake oak tree, add a distinctive touch, ensuring the space is both functional and timeless.



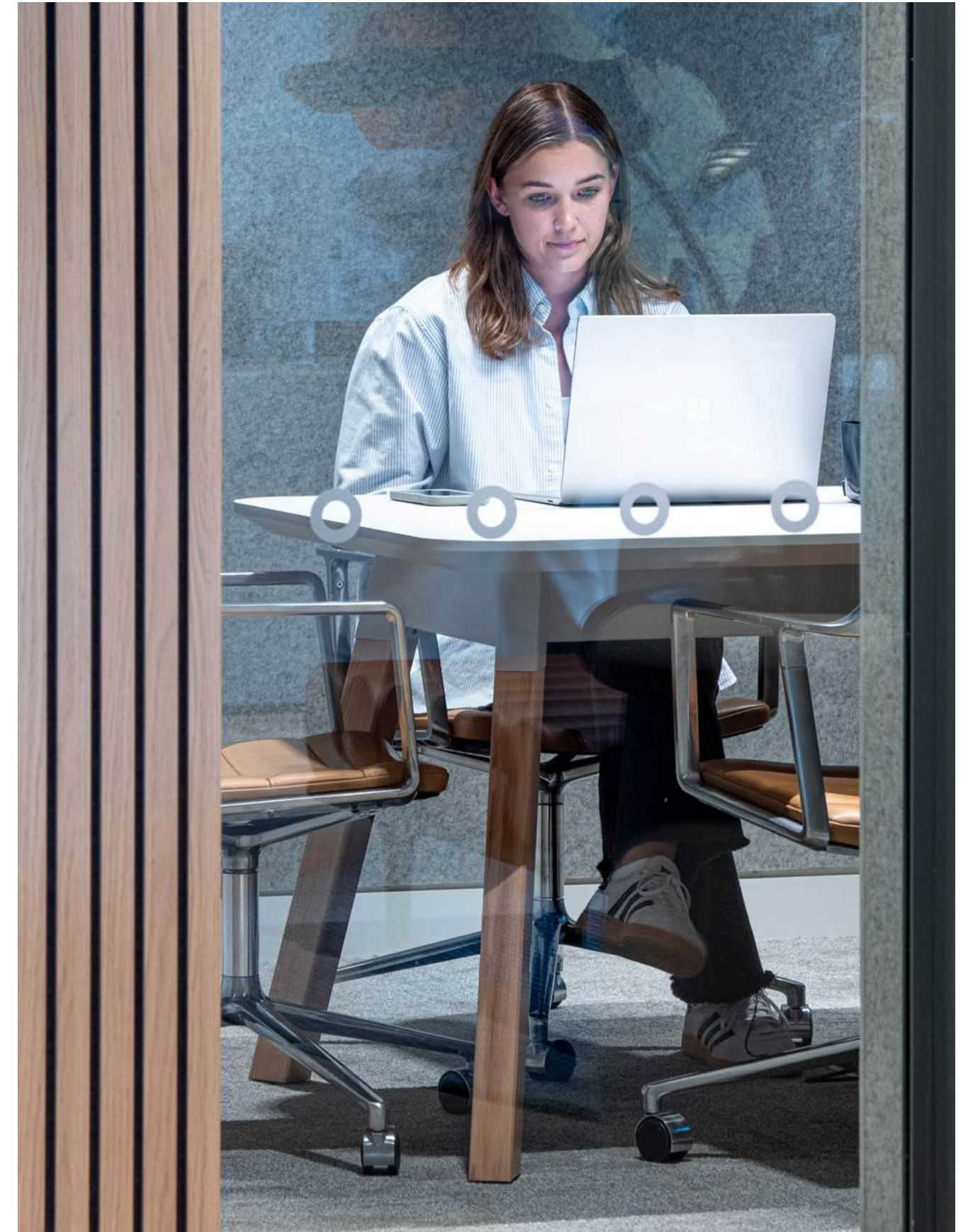






Health and wellbeing play a critical role in the design, based on Dojo's understanding that happy agents lead to better customer service and company success.

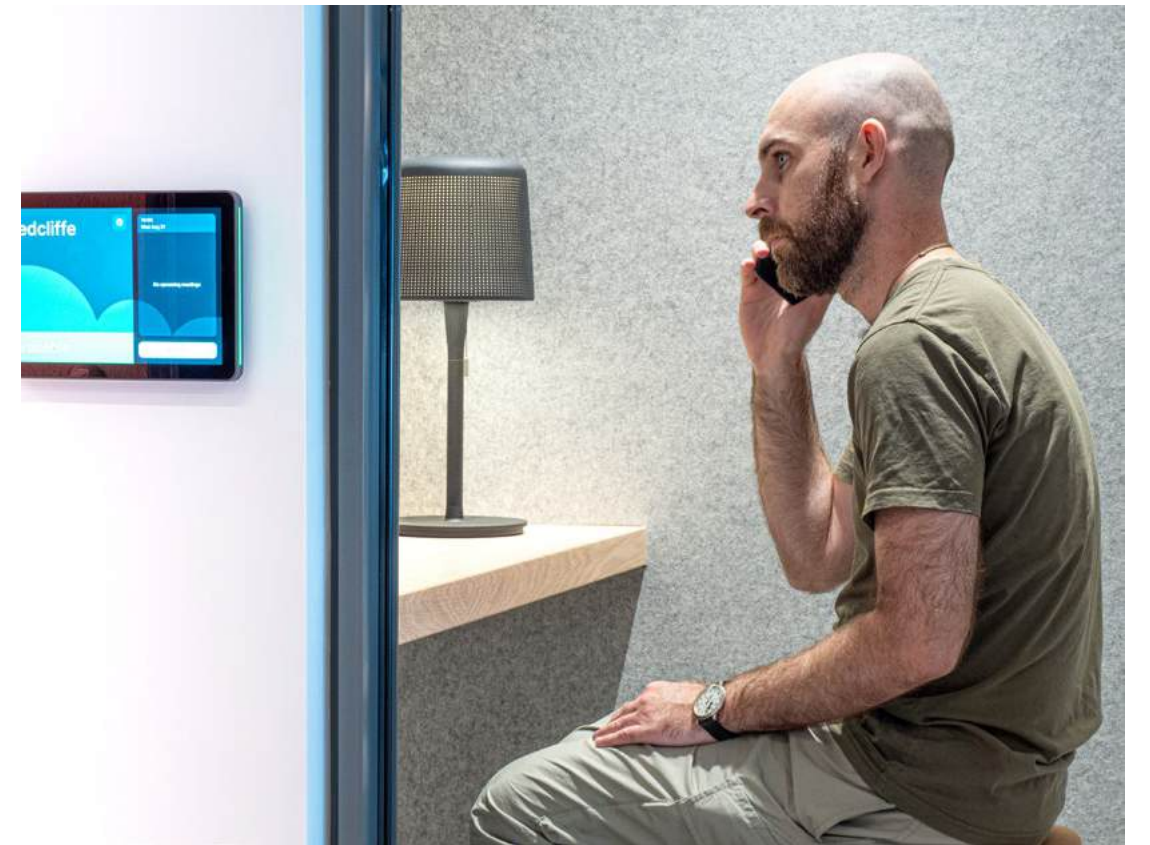
Designed to maximise choice, the workspace offers flexibility to suit different employee needs.





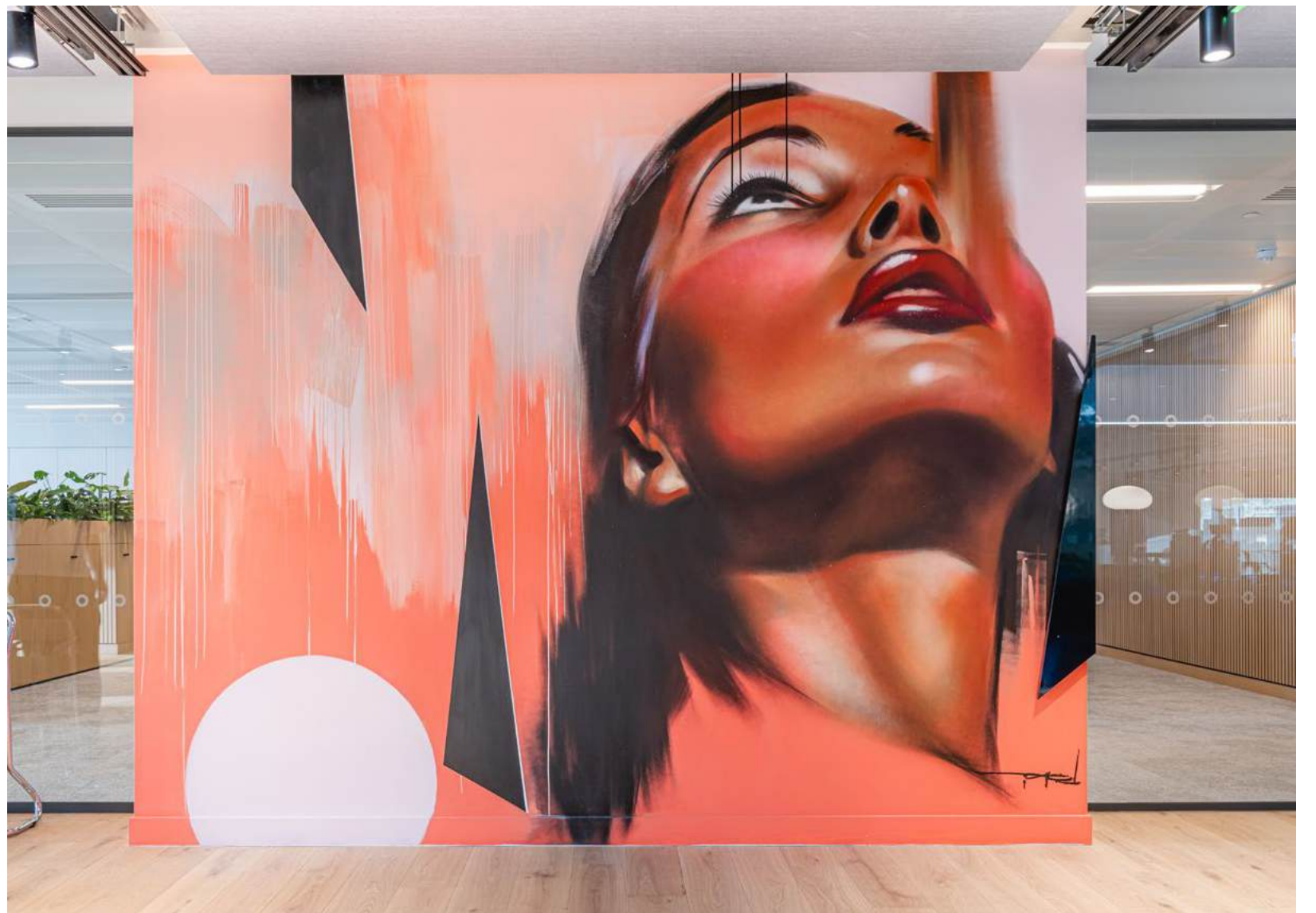
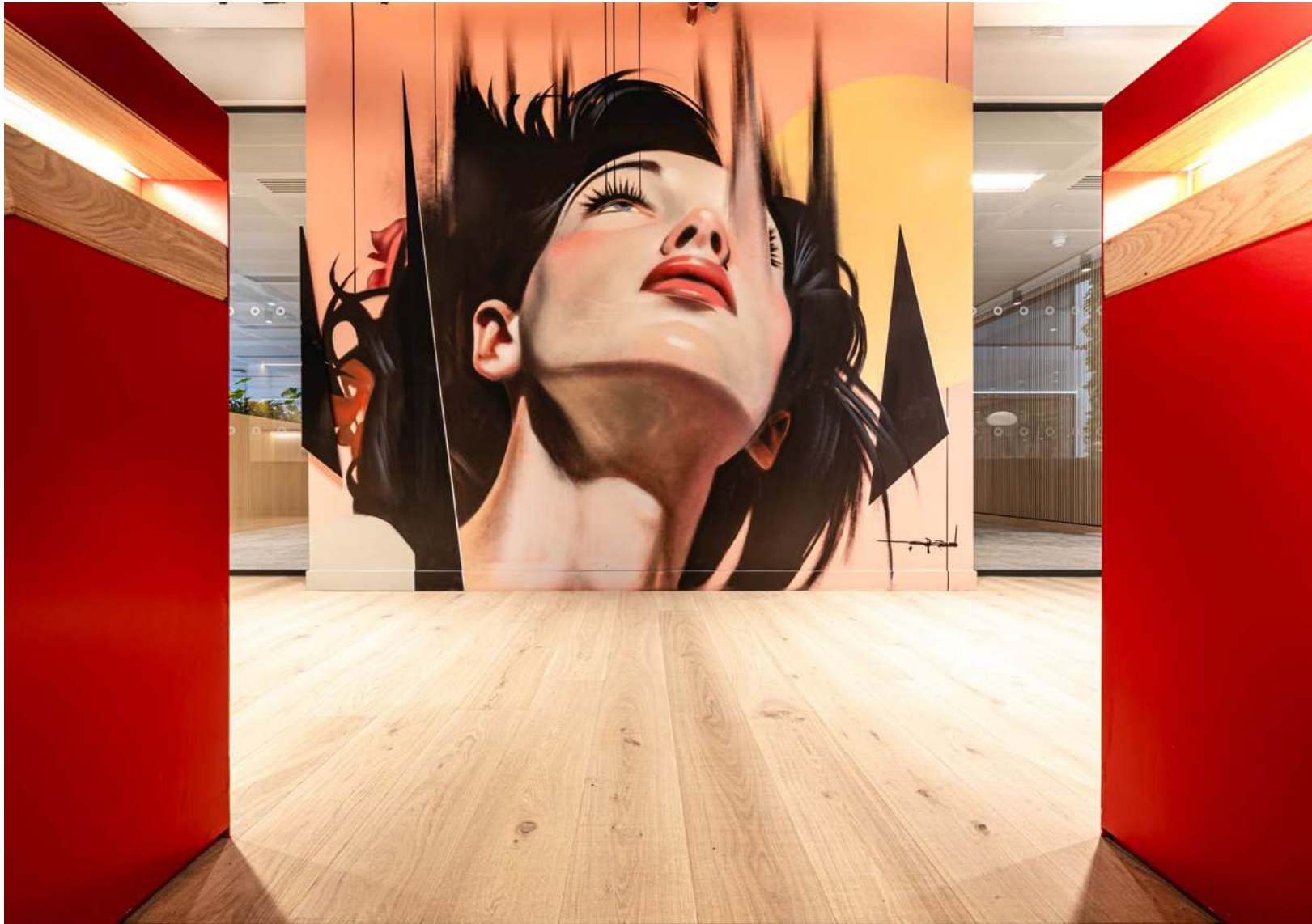


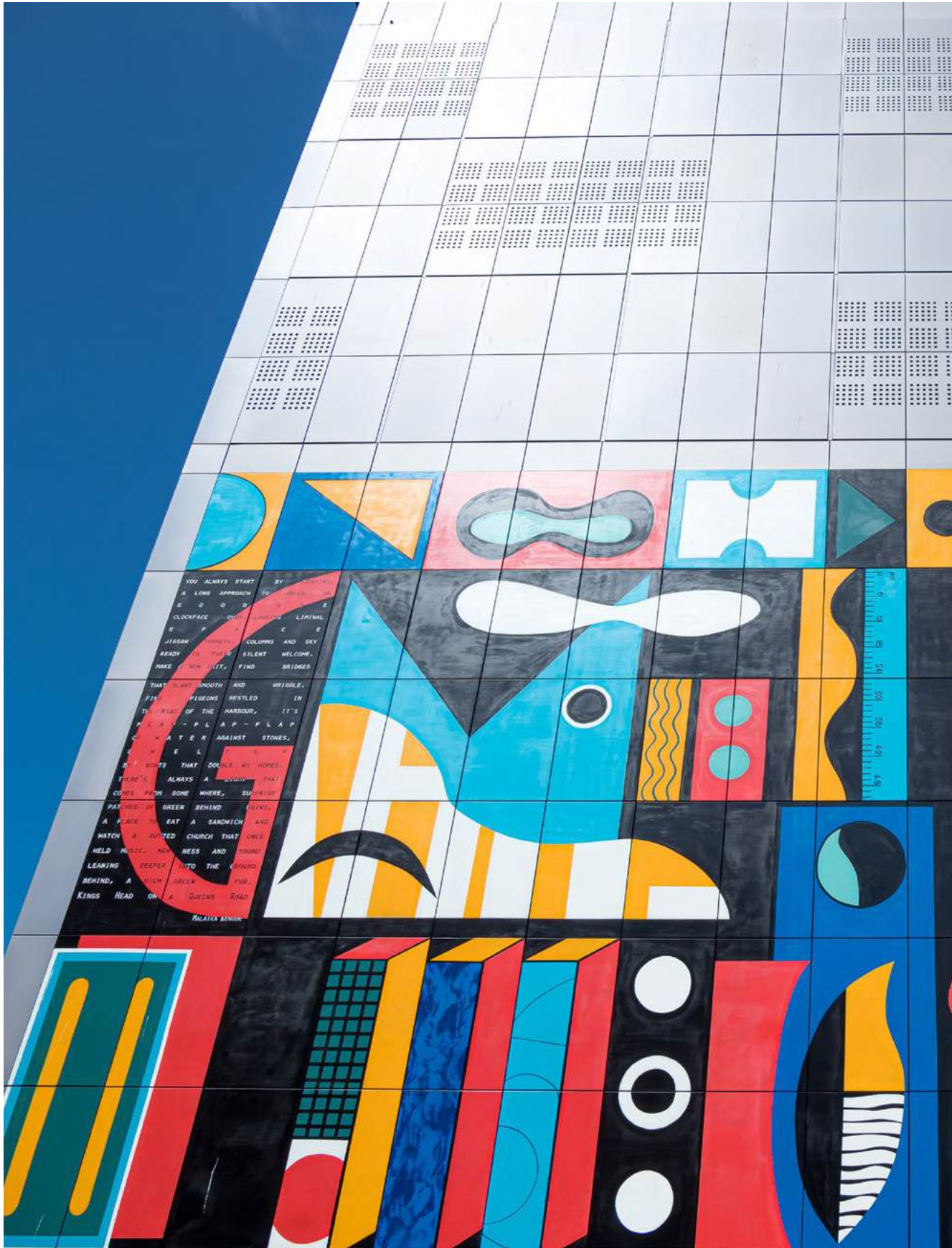
TOGETHER APART:
Staff can choose to work in private work environments, including cellular phone booths and meeting rooms, or open and relaxed spaces, such as high tables and stools in the coffee bar and lounge seating in the atrium.





The Vipp 452 chair is a classic in the making. Made from cast aluminium, it was five years in the design phase to perfect it.





From new employees to Dojo's founders, the office is considered a great success. The workspace has provided Dojo with a space fit for the future that reflects the company's culture of openness and collaboration. Blurring the lines between the home and the office and offering a seamless mix of work and social spaces, Dojo Bristol is changing the future of contact.

The result is an innovative workplace designed with people at its heart, where functionality meets inspiration: a space that is able to fit everyone's culture into its culture.

Featured Brands

- 101 Copenhagen
- &Tradition
- +Halle
- A-N-D Lighting
- Anour
- Audo
- Cappellini
- Chat Board
- Craster
- Desalto
- Emeco
- Flos
- Gubi
- Herman Miller
- House Doctor
- Indigenus
- Iittala
- Kasthall
- Knoll
- Kymo
- La Manufacture
- Ligne Roset
- Malte Gormsen
- Mara
- Nikari
- Nemo
- Normann Copenhagen
- Punt
- RBW
- Resident
- Rubn
- Tacchini
- Tolix
- Vipp
- Vitra
- Yo2
- XL Boom
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