



Office Krispy Kreme Corporate Headquarters

LOCATION

Winston-Salem, NC

SERVICES

Interior Design, Furniture
Specification, Programming,
Project Management

PROJECT TYPE

Office

PROJECT SIZE

83,622 SF

COMPLETION DATE

2012

This complete renovation of 370 Knollwood updated the Krispy Kreme headquarters to give their workspace more efficiency as well as incorporated brand expression into the space. Krispy Kreme continued to occupy the 70,000 SF of space during the multi-phased renovation.

Visitors are welcomed, with coffee and doughnuts, to the new two story lobby space connected by a circular stainless steel stair and waterfall, emulating the iconic production line where the doughnuts are bathed in the hot glaze. A custom display in the lobby traces the rich history of the 75+ year old company, and leads to a colorful common break area that doubles as a meeting space.

The updated work areas and meeting rooms are even “glazed” with glass walls and “frosted” with a gradient dot film that provides privacy while still allowing natural light into the building center. Employee beverage stations on each floor are encircled with a vibrant nod to the HOT NOW sign that fans recognize worldwide.