



Armstrong[®]
CEILING SOLUTIONS

Case Study
Salesforce Tower
Sydney CBD, NSW

Case Study

At a Glance:

Architect of Record: GroupGSA **Contractor:** Shape **Product:** Armstrong Optima PB Ceilings

Background

Spanning 55 stories and 253 metres, the Salesforce Tower is not only Circular Quay's most striking centrepiece – it is also Sydney's tallest office building. Located at 180 George Street, this dynamic edifice houses some of the world's most innovative organisations – and Salesforce is certainly amongst them. The global tech giant's new Australian headquarters stretch over the top 16 floors of the building, and the recent fit-out highlights Salesforce's commitment to creating a cutting-edge and sustainable workplace campus.

Executed through a collaboration between GroupGSA and Salesforce, the space embodies international standards and a drive for LEED Platinum certification. Armstrong Ceiling Solutions' Optima PB ceilings played an integral role in realising this vision, seamlessly marrying with Salesforce's San Francisco headquarters aesthetic while addressing the unique requirements of the Sydney location.





■ Challenge

While cohesion with the San Francisco office presented challenges, the primary focus lay in seamlessly integrating essential services across various bespoke ceiling systems to meet Salesforce's specific needs. GroupGSA needed to accommodate intricate air delivery, lighting features, and other critical components within the ceiling design – all while maintaining a visually cohesive workspace.

Rebecca Lennon, Design Manager of Shape, the main on-site contractor, notes that achieving this intricate integration posed significant hurdles. "The biggest challenge on the project was the above and on-ceiling coordination," she explains. "To add to that complexity, the building had 40mm deflection which required custom brackets and seismic design."

Lastly, with the project's ambition to achieve the LEED Platinum certification, it was paramount for specified products to boast excellent environmental sustainability credentials.

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Rebecca Lennon,
Design Manager of Shape

Solution

Armstrong Optima PB ceilings emerged as the ideal solution for several reasons. Their smooth, clean, and durable finish aligned perfectly with Salesforce's desired aesthetic, integrating seamlessly with the bespoke ceiling systems and intricate services as envisioned by GroupGSA. This visual cohesion was crucial to maintaining the desired workspace look and feel throughout the project.

Additionally, the product's outstanding acoustic performance (NRC of 0.95) ensures optimal sound control in the open-plan spaces, reducing distractions and enhancing worker comfort and productivity – all essential elements of the modern workspace Salesforce envisioned.

Optima PB's sustainability credentials were another major factor in the specification process. Made with a plant-based binder, these ceiling panels boast 71% recycled content and are both GREENGUARD Gold certified for low VOC emissions and Declare Certified Red List Approved. The high light-reflective finish of the panels reduces the need for artificial lighting, contributing to energy savings. In addition, these panels also come with verified Environmental and Health Product Declarations (EPD & HPD), furthering Salesforce's commitment to creating a healthy and sustainable workspace. All these features play a vital role in efforts to achieve the prestigious LEED Platinum rating.

Addressing the bespoke services challenge was a matter of collaboration. "We worked with Armstrong Ceiling Solutions' Technical Team to coordinate all these requirements to fit in a very congested ceiling space," Rebecca explains. "Everything was coordinated in 3D, they worked with the constraints, and came to the table with buildable solutions."

The Salesforce Tower fit-out showcases the transformative potential of thoughtful material selection in meeting complex design goals while upholding the highest sustainability standards. Armstrong Optima PB ceilings seamlessly integrate Salesforce's global design language with the functional requirements and acoustic needs of the Sydney Tower, while their environmental profile was instrumental in targeting the LEED Platinum Certification. The Salesforce Tower is now complete and on track to receive the highly regarded certification, which is set to make it the first Australian workplace building over 10,000 sqft to achieve this status.

"Armstrong's Technical Team works with you to find a solution that is buildable and was a pleasure to work with," Rebecca sums up. While acknowledging procurement complexities due to the product's specialised nature, the outcome aligns perfectly with Salesforce's vision for an innovative, visually impactful workspace that champions a responsible approach to design and construction.

