



Battling THE DARKSIDE

The design team at HMC Architects creates a high-tech, high-touch space where visitors can immerse themselves in the McAfee brand and experience its real-time approach to cybersecurity through a highly choreographed architectural narrative.

Elements of the brand are integrated into the spatial design and choice of materials, including granite floors, textured carpet by Shaw, layered translucent red glass, a slatted anigre wood ceiling and wall elements that contrast with high-tech displays.

PHOTO BY DAVID WAKLEY

A

battle of mythic proportions is unfolding in cyberspace, a place where malicious viruses threaten the networks of unsuspecting corporations, and the forces of good are working around the clock to prevent attacks from the dark side.



This story is told quite literally in the architectural language of the new McAfee Headquarters Executive Briefing Center (EBC) in Santa Clara, Calif. Supporting its bold, progressive reputation and visual identity, the design team at HMC Architects created a high-tech, 13,000-square-foot space where visitors can experience McAfee's real-time, connected approach to security in an ever-changing world.

"They knew they wanted this concept of feeling that you were walking through something dark and ominous and evil, and arriving at a place of strength and resolution to the problem," explains James Woolum AIA, IIDA, design principal at HMC. "That shaped an architectural narrative that said, 'Let's think about the story of your products as kind of the struggle of good and evil.' So it started this idea of light and dark."

Visitors enter the EBC by passing through McAfee's metaphorical "Firewall," a corridor that features a responsive LED wall with red lights blazing patterns on a dark background as visitors pass through. Cameras integrated into the wall capture visitors' silhouettes and reflect them back with LED ribbons. The purpose of the Firewall is to heighten anticipation and provide subtle clues that you are entering the heart of the EBC.

Next, visitors have the opportunity to view a slice of what McAfee Labs™ researchers see on the McAfee "Global Threat Intelligence" display. A digital world map shows the top 10 threats discovered in real-time; each pulse represents 1,000 hits of a given piece of malware. Visitors can even type in a named threat to see its impact worldwide.

Once a threat is identified, McAfee's signature "War Room" springs to life; the lights change from white to red "and that room becomes activated to deal with this potential

ABOVE The 20-foot, 500-pound suspended Solutions Table, featuring a digital touch-screen tabletop that is fully customizable to each user, brings McAfee's story to life for visitors to the EBC.

PHOTO BY ROBERT CANFIELD



ABOVE The architectural narrative tells the story of McAfee's products in dichotomies: good and evil; light and dark; rough and smooth; refined and industrial, as seen in this conference room.

PHOTO BY ROBERT CANFIELD