

HAWORTH

Mercado Libre

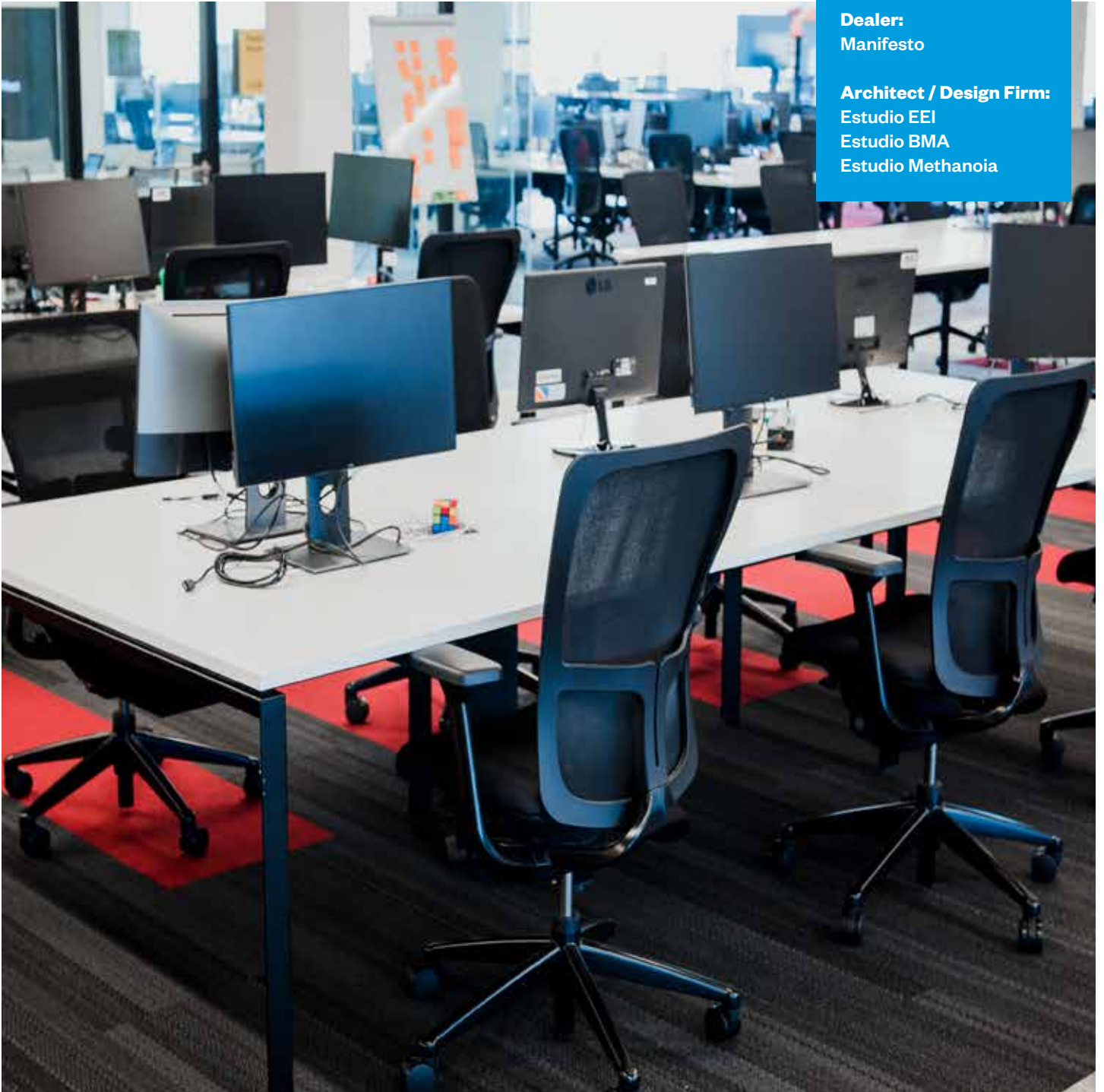
Client:
Mercado Libre

Location:
Buenos Aires, Argentina

Products:
Zody Task

Dealer:
Manifesto

Architect / Design Firm:
Estudio EEI
Estudio BMA
Estudio Methanoia



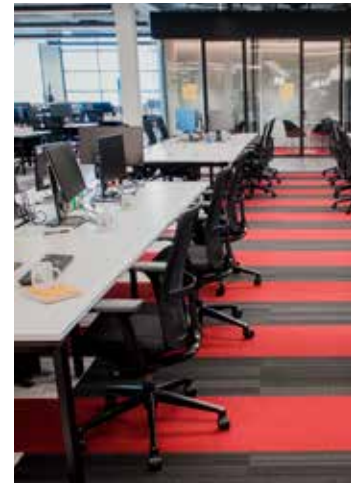
Overview

Founded in August 2, 1999. In August 2007, Mercado Libre became the first Latin American technology company to be listed on the NASDAQ, under the ticker MELI. Mercado Libre acquired competitor DeRemate's operations in August 2008. Mercado Libre also acquired Classified Media Group (CMG) in 2008. CMG established the Latin American e-commerce portals tucarro.com and tuinmueble.com.

In 2011, the company transitioned its platform to open source technology. The transition allowed application interface developers (APIs) to expand the platform's solutions and services. In 2013, MercadoLibre launched the MeLi Commerce Fund, dedicated to investing in technology startups that create software using Mercado Libre's APIs. By August 2016, the fund had invested \$1.5 million in 15 companies in Argentina, Brazil and Mexico. Mercado Libre acquired Portal Inmobiliario, a Chilean classified ad website, in 2014. In 2015, Mercado Libre announced its acquisition of Metroscúbicos.com, the portal of Mexico-based real estate company Grupo Expansión.

In 2016, Mercado Libre relocated its Brazilian headquarters to new offices in São Paulo, Brazil. The 17,000 square meter complex, named Melicidade, held a cafeteria, auditorium, gym, beauty parlor, meeting and training rooms, and a recreation area. In March 2016, Mercado Libre announced its expansion into Córdoba, Argentina with its new software center. Mercado Libre opened its first Colombian office in Bogotá in October 2016. It was the company's fourth customer service center in Latin America. The company's other customer service centers are in Argentina, Brazil and Uruguay.

Specifications



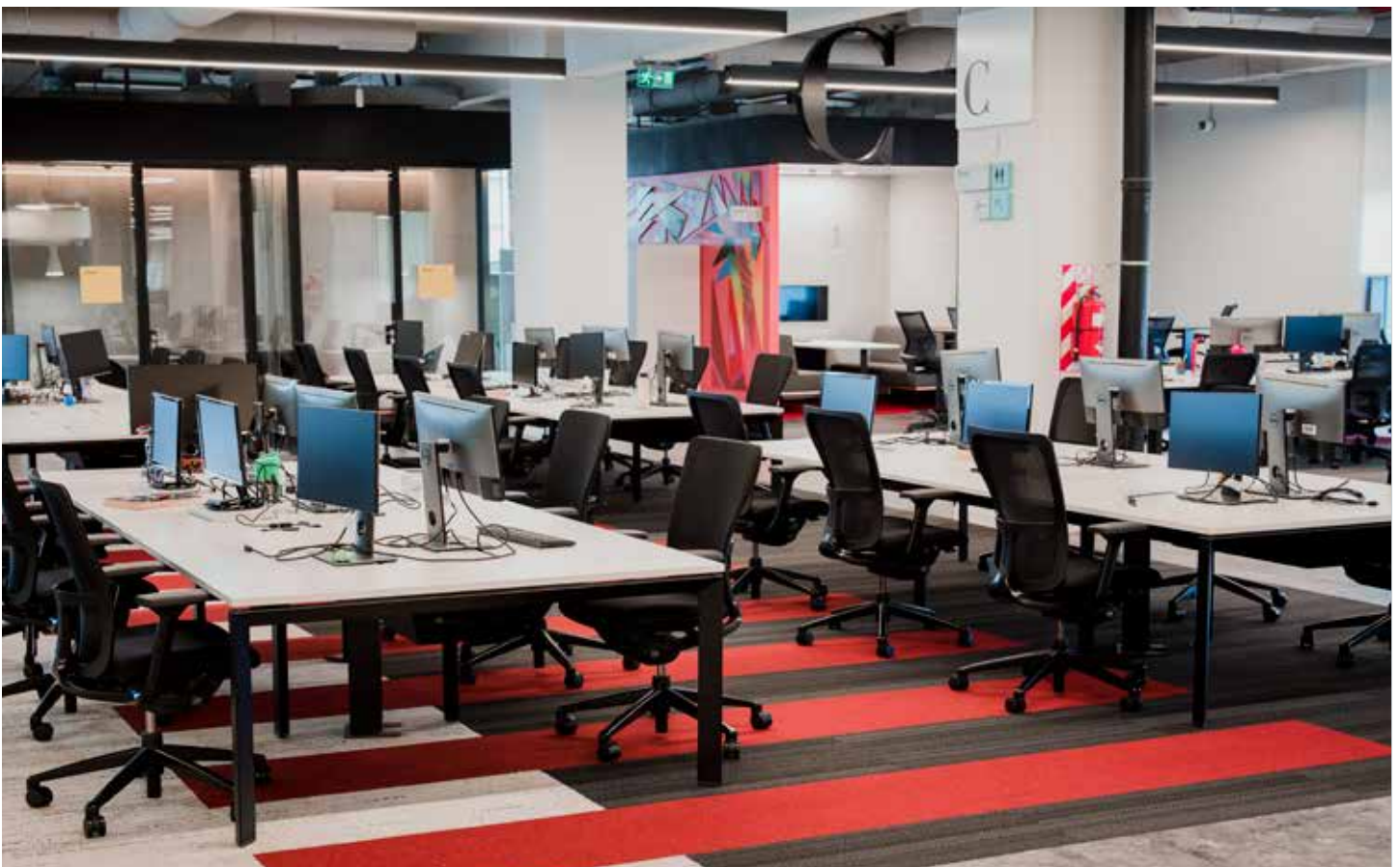
- Stories: 9
- Area: 280,000 sqft
- Workstations: 2,130

Objective

Mercado Libre occupied 9 floor plans on an 11 story building located in Buenos Aires that used to be a Philips lighting bulbs factory. The lower floorplans belonged to the existing building which means that the area of each one (3.900m²) is really unique in the real estate market. They needed to place a big number of desks to face their growth in Buenos Aires, and also be able to receive people coming from different locations.

The variable number of people who came daily to the office was big too. Mercado Libre proposed an open plan layout, where the only configured spaces were the meeting rooms, and different spaces for gathering and do a collaborative kind of work. For the fixed desks, they selected a bench type of desk, and the Haworth Zody chair which most of the people selected on an online poll that was launched during the process.

The work culture of the client was very dynamic, they try to give their people the chance to choose where they want to work, so apart from the classic workstation, they can explore different spaces such as meeting rooms, coffees, small 1-1 rooms, relaxed spaces with sofas and different kind of more “homey” furniture.



The commercial interior construction lasted 7 months from floors 3 to 11, dividing the moving on 2 phases, on the first they moved 1.000 people and on the second, they moved 600. This way, Mercado Libre consolidated the location of the north of Buenos Aires on 3 sites, after having the teams divided among 5 different buildings.

Mercado Libre continued selecting the Haworth Zody chair since it fit their internal clients' needs. Their people spend most of the day at the office and when it comes to a new construction, they spent a lot of time and attention on the chair selection process and selected a lot of chairs for the employees to test, and after having seen them all, they voted online. In this case they not only decided to continue with the same model that Mercado Libre had already been using for the last 10 years, but also received a lot of questions regarding price and how to buy a chair for themselves since they also work from home and most of them felt the difference and appreciate the type of chair that they had at the office!

