

Award Selection

The Tony Stark Award 2025

Nominator

N.A

Nominee

Full Name

Simon Long

Company

CBRE Singapore

Job Title

Senior Director Client Technology Consulting

Email Address

simon.long@cbre.com

Mobile Number

XXXX-XXXX

Other representative(s) from the same company or more than one company (if any)

Not mentioned

1. Strategic Alignment

How did the project align with the client's corporate strategy and values? (5 points, max 250 words)

CBRE's Marina Bay Financial Centre (MBFC) flagship office in Singapore was conceived to align technology directly with corporate strategy: improving employee experience, driving ESG impact, and creating a live innovation lab for clients.

Rather than relying on abstract technology language, the project adopted clear, outcome-driven goals: 1-minute meetings, 2-minute town halls, and 3-minute podcasts. These benchmarks along with others, translated complex integrations into tangible results everyone could understand, reinforcing CBRE's strategy to make workplaces more productive, engaging, and sustainable.

Every system from arrival experience to adaptive audio was designed to inspire staff, impress clients, and deliver measurable business value. By embedding sustainability reporting, environmental intelligence, and scalable infrastructure, MBFC now operates as a living showcase for CBRE's clients, demonstrating how innovation can be both visionary and practical.

2. Project Objectives & Challenges

What were the primary project objectives? What unique challenges related to Technology did the project want to overcome? (15 points, 400 words)

Objectives:

- Human-Centred Outcomes: Reframe advanced technology into intuitive experiences, such as one-minute meetings, two-minute town halls, and three-minute podcasts, aligning directly with CBRE's global ESG and people-first strategy.
- Immersive Experiences: Redefine client and employee journeys through multisensory design from circadian lighting and scent in the arrival experience to adaptive biophilic soundscapes across the office.
- Future-Ready Resilience: Build flexible, scalable systems (e.g. PoE audio, modular furniture, adaptive lighting) that can evolve with changing work patterns and client needs.
- Regional Benchmark: Position MBFC as CBRE's flagship innovation hub in Asia, serving simultaneously as a working office and live client showcase to influence the broader real estate sector.

Challenges:

- Integration & Data complexity: Coordinating AV, lighting, BMS, and IoT required new logic models and skillsets. Balancing

lighting control (DMX) with daylight and occupancy sensors demanded intensive calibration. Getting all data 'AI ready' was a big challenge to ensure no silos or integration/extraction challenges.

- User adoption: Educating employees to embrace biophilic soundscapes and adaptive lighting required iterative engagement and live feedback loops.
- 'Off label' Technology Use: The software running the arrival video walls is used for concerts (like Lady Gaga!) it's a big change to adopt this for real estate.
- Supply chain disruption: Newly defined global tariffs delayed LED panels up to 17 weeks, forcing sequencing changes. Despite these challenges, the team succeeded in creating a workplace that feels effortless yet is powered by some of the most advanced integrations in the region.

3. Metrics & Performance

What were the defined key metrics to measure project success? How were these metrics tracked and assessed throughout the project lifecycle? (10 points, max 250 words)

Example metrics: Workplace environment, Productivity, Employee experience/engagement, Employee attraction/retention, Client experience, Cost baseline

- Energy efficiency: Our energy reporting and optimisation has delivered a 22% reduction in meeting room power use, saving ~65kg CO₂ per room annually.
- Environmental monitoring: Automated CO₂-triggered ventilation improved air quality and comfort from both open spaces and meeting rooms. Before the office opened we identified an issue with the building fresh air delivery, and we were able to remediate ensure staff we're in a healthy environment from Day 1.
- Greenery integration: The NatureThings platform provides real-time data on plant health, humidity, and air quality impact, positioning greenery as a measurable ESG asset. We know which plants benefit our air quality best (our Areca Palms) and how much water they need (51 litres per plant/year).
- Flexibility: Largest BlueSound PoE deployment globally (116 pendant speakers across 14 zones), enabling reconfiguration of office zones and areas without any physical rewiring, just clicks of a mouse,
- Engagement: Staff feedback highlighted improved video call consistency, comfort, and adaptive soundscapes. Meeting room utilisation and satisfaction has increased significantly thanks to better lighting and easier workflows.
- Showcase value: MBFC has become a destination for clients how want to actually see what all the tech truly delivers when used in a live office. This has directly influenced regional workplace projects.

4. Innovation

Describe how innovative technology initiatives were incorporated into the project. How did these innovations set the project apart in the marketplace? (30 points, max 800 words)

Examples: Incorporating new technologies in design and operations, Using existing technologies in a new way, Use of data analytics, IoT, AI, VR technologies to achieve project outcomes

Innovation at MBFC was guided by one principle: make the workplace feel alive.

Immersive Arrival Experience:

Visitors enter through a multisensory journey 7m x 1.8m portrait-mode LED videowall with custom visuals, adaptive lighting, and a bespoke scent linked to HVAC. Portrait displays, inspired by TikTok/Reels trends, extend visuals and obfuscate columns, creating an emotional transition from outside to workplace.

Holistic Wellbeing:

Wellbeing was designed into the MBFC office at a multisensory level. Circadian lighting dynamically shifts colour temperature and intensity throughout the day, supporting natural rhythms, reducing fatigue, and enhancing focus. This extends beyond meeting rooms into shared zones, ensuring every space responds to human needs. Complementing light is the use of scent diffusion, with a custom fragrance integrated into the HVAC system. Subtle, consistent, and purposefully selected, the fragrance creates an emotional anchor that transitions visitors from the outside world into a calm, inspiring workplace environment.

Biophilic & Harmonic Soundscaping:

Unlike static pink noise, 14 Moodsonic sensors and adaptive soundscapes respond dynamically in real time to the actual activity and volume within each zone. If a room's noise level rises above a threshold, for example when a focus room is being used for a call, the system adjusts its soundscape to maintain balance and comfort. This not only preserves the environment for the current users, it also generates valuable data that reveals how spaces are truly being used and highlights demand for certain types of rooms or activities. The adaptive sound environment goes further by layering harmonic frequencies that are proven to enhance specific cognitive states, supporting focus, relaxation, or creativity. Sound is therefore elevated from a passive background element to an active productivity tool. Looking ahead, the system is designed to evolve into time-of-day and work-mode alignment. Morning soundscapes can energise and prepare staff for collaboration, midday profiles can sustain focus and reduce fatigue, and evening profiles can calm and transition the office atmosphere.

Emerald Suite:

The Emerald Suite was conceived as a hidden speakeasy rather than a traditional corporate bar. The design draws on the intrigue of exclusive, tucked-away venues, creating a distinctive space for client hospitality, informal conversations, and creative engagement. Unlike a conventional bar that would only be used after hours, or a dedicated podcast room that might sit idle between recordings, the Emerald Suite was deliberately designed for flexibility and higher utilisation. By layering multiple uses and aligning technology into a single environment, the Emerald Suite turns cultural engagement into a tangible workplace asset, ensuring that prime real estate is never underutilised while also creating one of the most memorable and distinctive spaces in the office.

Realistic Tech Language:

By reframing design goals as 1-minute meetings, 2-minute town halls, and 3-minute podcasts, the project turned complex integration into accessible and understandable outcomes. These benchmarks became rallying points for staff adoption and showcased in a live YouTube demonstration of the 2-minute, completely wireless, town hall here:

https://youtu.be/83Di_kmznfw?si=vjRnBrgdABf56s9x

Largest BlueSound PoE Deployment Globally:

With 116 BlueSound PoE pendant speakers, MBFC set a new benchmark. PoE provided scalability, zone flexibility, and operational efficiency turning AV into a living, adaptive infrastructure.

True Environmental Intelligence:

300+ data points from IOT and platforms such as Schneider EcoStruxure, DisTech IAQ sensors, 20+ energy meters, AV systems, lighting data, ESG dashboards and NatureThings plant monitoring. All data has also been structured, architected and aligned to be 'AI Ready' for processing and analysis in secure cloud environments.

5. Stakeholder Engagement

How did you engage employees, stakeholders, or the community in the design and innovation process? (20 points, max 250 words)

Employees co-created room lighting profiles and tested soundscapes, ensuring technology felt personal and intuitive. Leadership was engaged through demonstrations that validated design direction and built advocacy.

Clients were invited into the process early so MBFC became a living lab where innovations were showcased and tested. Vendor partners Esco, Valeo, and Moodsonic worked closely with CBRE's technology team, ensuring that ambitious design intent translated into operational reliability.

This collaborative approach ensured successful delivery and positioned MBFC as a model for client engagement across APAC.

6. Outcomes & Impact

What were the final outcomes achieved, and how did they align with the defined objectives and key metrics? How did the project exceed or fall short of initial goals? (20 points, max 400 words)

The MBFC project delivered outcomes that reached well beyond its original ambitions, setting a new benchmark for technology-enabled workplaces in Asia.

Employee Impact:

Staff describe the office as “alive, responsive, and inspiring.” Feedback highlights improved wellbeing, productivity, and collaboration, particularly in meeting spaces where circadian lighting, adaptive soundscapes, and frictionless AV have made video calls and team discussions effortless. By reframing goals as one-minute meetings, two-minute town halls, and three-minute podcasts, employees have embraced technology not as a barrier but as an enabler of focus and creativity. Even lighting profiles are aligned to work styles ‘Presentation, Meeting, Discussion and Focus’. The result is higher adoption, lower frustration, and a genuine sense of pride in the workplace.

Client Influence:

MBFC has become a regional destination for clients, acting as both office and living lab. Clients now tour the facility to experience first-hand how immersive arrival journeys, biophilic audio, and adaptive meeting spaces can transform their own portfolios. Several have already commissioned similar deployments across APAC, making MBFC a catalyst for accelerating innovation in the wider real estate sector.

ESG Outcomes:

The project proved that sustainability can be embedded into daily operations. Meeting rooms achieved an average 22% power reduction, equating to ~\$200 in savings and 65kg CO₂ avoided per room annually. Automated IAQ responses improved air quality by triggering fresh air circulation when CO₂ thresholds were exceeded. Integration with the NatureThings platform added a new dimension by tracking greenery health and linking plant performance to measurable indoor environmental quality turning biophilia into a quantifiable ESG asset. This data not only advances CBRE’s sustainability agenda but also provides industry peers with benchmarking metrics that are urgently needed.

Operational Success:

Centralised dashboards via Neat Pulse and Schneider EcoStruxure reduced training and reactive support, while providing clear performance insights for optimisation. The adaptability of the infrastructure, including the world’s largest BlueSound PoE audio deployment, ensures that future reconfiguration can be achieved in clicks rather than costly rewires.

Recognition & Validation: The project’s impact was recognised externally as Winner of the Inavate APAC Best Corporate Project Award 2025. Internally, CBRE Singapore Managing Director Moray Armstrong commented: “This project has transformed our expectations of what modern office technology can deliver.”

Ultimately, MBFC exceeded expectations by proving that technology can be visionary, measurable, and human-centric to create a workplace that inspires people today and sets the standard for the future.