



IOC project partners contributes to Campari Group's new US headquarters in New York

On the nineteenth floor of the Grace Building, overlooking Bryant Park in Midtown Manhattan, **Campari** Group's new US headquarters is taking shape. The project, designed by Gensler, one of the world's most influential architecture and design firms, once again sees IOC as the reference partner for the design and construction of partition systems. The space is defined by **Ultralight glass partitions in an anodized Nickel SF Polished finish** — a configuration originally developed specifically for this project and now part of IOC's standard collection.

IOC project partners once again joins forces with Gensler on a project of major significance, confirming their shared approach centered on the quality of spaces, sustainability, and the centrality of human experience. For this project, IOC project partners was selected to lead for the design and construction of advanced partition systems, bringing to bear specialist expertise and production capabilities built up over years of experience delivering complex, technically demanding projects.

The new headquarters was conceived with a dual purpose: to serve as a strategic operational hub for the North American market while also representing the Group's identity and values. Spanning two floors of the Grace Building, the project engages in a balanced dialogue with the building's distinctive architectural language — one of the most recognizable landmarks of 1970s New York Modernism.

Gensler's concept interprets the Campari universe through bespoke solutions and a spatial layout inspired by the American office design tradition. Executive offices and meeting rooms line the perimeter, while shared work areas, lounge spaces, and amenities are located in the central core. The functional program also includes a dedicated training Academy, an events area, and four bar zones for both everyday use and hospitality occasions.

The **Ultralight glazed partition** system was chosen to define the spaces, engineered to ensure visual transparency, high acoustic performance, and maximum flexibility of use. The design brief called for the development of an exclusive finish capable of showcasing the brand's signature red. This need led to the creation of the Nickel SF Polished anodized finish, developed by IOC's technical team through in-depth research into aluminum treatment and finishing processes — a solution that, given the results achieved, was subsequently added to the company's standard collection.

The entire process, from design through final installation, was managed in-house by IOC. The use of extra-clear low-iron glass, transparent polycarbonate joints, and **Nickel SF Polished** anodized profiles helps create a system that is clean, precise, and consistent with the project's architectural language.

Developed up to a height of approximately 2,650 mm, the configurations include offset single-glazed partitions with hinged and sliding double-glazed doors, complete with door hardware coordinated to match the profile finish. Under Gensler's design direction, custom solutions featuring bespoke screen-printed glass were also developed for the representative meeting rooms, tailored to the spaces' specific aesthetic and functional requirements.

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Sustainability was a guiding principle throughout the design process. The Ultralight systems were developed to help achieve LEED certification, thanks to the use of durable, fully recyclable materials such as aluminum and glass, certified components, and rigorously controlled production processes — an approach reflecting the most advanced standards of the North American market and confirming IOC's commitment to responsible design focused on quality and longevity.

Project name: Campari Group New York Headquarters

Client: Campari Group

Location: Grace Building, 1114 6th Avenue, 19th Floor — New York, NY 10036, USA

Designer: Gensler New York — [gensler.com/offices/new-york](https://www.gensler.com/offices/new-york)

Design Team: Laura Moran, Eoin Flaherty, Max Siragusa, Andrew Stern

General Contractor: J.T. Magen & Company

Photographer: James John Jetel — [jjjetel.com](https://www.jjjetel.com)

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