

# SOFIA'S STORY



## TOOL ISSUE 012

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AT IL PRISMA

## Sofia's story

It's October 3, 2020, all is normal. *Nouveau normal, ça va sans dire.*

You're 26, you're at Mazars since almost a year.

*"Next stop, Missori"*

You don't get off here, like your friends from other auditing companies. Yet a year ago, you were certain that you would have followed them among the historical walls of the city center. Instead, you go towards Monumentale, where artisans, designers, data scientists, alongside white-collars, will get off with you.

In front of you, instead of the old plate on the intercom lost among other 50, *your new building* stands out. The large *Mazars* logo at the top, next to the terrace on the 7<sup>th</sup> floor, makes it unique.

<http://www.ilprisma.com/tool>

## Sofia's story

Past the entrance, a scent of roasted coffee.  
Not that *dry* machine smell, but a warm fragrance of sugar-free *ristretto*.  
And of freshly baked croissants. There is a *Cafe* next to the reception and every morning, on your entry, you come back to *your Paris and your croissanterie* that you loved so much during the company's international exchange program.

You've set aside some time, and stomach, to sit down with some colleague to chat about this restart and the slightly peculiar summer holidays.  
The atmosphere of the *Cafe* grants you the right lightness to kick off the day.

Your team sits on the 3<sup>rd</sup> floor but instead of taking one of the elevators, you prefer to go on foot: the revision of Kcal you consume mitigates the sense of guilt of the just-finished breakfast, while the story told on the stairs makes you reflect on how this simple activity produces endorphins and is, in fact, the most relaxing way to start the day.









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l'ascensore.

di chi ha preso

meno stressato

ti sentirai

una volta raggiunta la cima,

sappi che,

possa essere stancante

Quindi, seppur salire

e rilascia endorfine?

il flusso sanguigno

aumenta

prendere le scale

Lo sapevi che



## SOFIA'S STORY

You go to the lockers to take the laptop and on the small blackboard read,  
*"See you later, at the edge of the universe!"*.  
It is certainly the work of Luca, your teammate.

It refers to the meeting you have later on, in the room named, well...  
it's not a name at all! *It's a question – you can't help but read it, it's right  
next to the entrance: "How big is the universe?" "Surely more than yesterday!"*.  
Rafael, the funny guy, would say.

Actually, all meeting rooms are questions or statements. Some are of existential  
nature, others inspired by general culture, and others even personal.

You yourself proposed some during the workshop with *Il Prisma* a few months earlier.  
What was the challenge? 10 questions for 5 *ambitious behaviors*: attitudes that some  
people already own today but tomorrow they should unite the entire company into a  
common mission of innovation and open-mindedness.  
Attitudes that will constitute its DNA.

**CURIOSITY**

**DISCOVERY**

**EXCHANGE**



LEARNING



## SOFIA'S STORY


Every now and then, you like to interrupt your workflow with a question. It gives you the opportunity to break the ice with colleagues you don't know and chat with others about existential matters, such as the extension of the Universe, but also about lighter ones, such as *"What movie did you see last night?"*

And that's the beauty of it! Depending on your mood and company, one or the other will spark a chat.

While you reach one of the desks in the open space – fortunately there are none assigned and you choose the one you prefer within the landing island destined for your work team – almost without realizing it you start thinking that you are really proud to have been part of this project that...

*"Hi Sophie!" "Hello everyone, where did the Risk team go?" "Changed floor. They finished the work with the client. Today the Tax team arrives, the astronomy experts, haha!"*





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Quali skills ti piacerebbe  
sviluppare,  
tempo permettendo?

## SOFIA'S STORY

Right after the lunch break starts, when the open spaces usually empty, several friends come closer to the map *"Curiosity: something unmissable that only you know"*, where you're attaching a photo. You are a perfectionist, at work but also in your passions: from cooking to travel – which you plan in detail – to relationships – which you cultivate with care.

This morning, during the first part of breakfast (the one at home), it occurred to you what your colleagues just shouldn't miss on a visit to Nagasaki. You attach a frame of the island of Gunkanjima, taken directly from *007 – Skyfall*. Everyone has seen it, at the cinema or on TV, but few believe it really exists.

Your "secret" is added to the many that, in the first 4 months of life in the new spaces in Porta Volta, began to create a truly magical effect of global community. On the 2<sup>nd</sup> and 4<sup>th</sup> floors you have already contributed with a Recipe (Creative Thinking) and your Special Number (Learning).

*The other evening, during the aperitivo on the terrace, they told you that*  
***the map on the 5<sup>th</sup> floor is becoming truly beautiful!***  
*"Come on, come to see us! You're the only one missing!!"*





## EXCHANGE

Condividi un'immagine  
del tuo luogo d'origine.



## MAZARS ITALIA, A COMMUNITY OF EXPLORERS

*There was a time, not that long ago, when Mazars Italia was among the Big Five of Accounting. Then a coup tore it from the inside. A bad shot. But just as any difficulty, it was also an opportunity to rethink one's strengths and weaknesses as well as market opportunities. The rebirth took place immediately and, in about 4 years, brought them back to the heights of the sector.*

*A fulminating restart but with a high degree of complexity:*

- *How to create a **sense of belonging in a complex** set of differences, ways of working, cultures, activities, generations and nationalities that characterize it? – how to make Sofia feel part of a group that is Italian and international at the same time?*

- *How to **attract talents** around a project that is unusual for the Auditing sector? – how to make Sofia choose exactly us instead of others?*

- *How to **generate pride** around this project, when everyone interprets their role in the market differently from their colleagues? – how to make Sofia take pride in working here?*

- *Finally, how to **convey the spirit of a company** to each and every individual – how to stimulate Sofia to be curious, proactive, open-minded?*



## MAZARS ITALIA, A COMMUNITY OF EXPLORERS

Firstly, Il Prisma helps them choose a “different” building, outside the classical schemes of the sector that foresee the partial occupation of a historical building, a reassuring option in the obviousness of the city center.

Together we opt for an entire 7-storey building in one of the new cultural and economic districts of Milan that in its every aspect conveys the message of rebirth and the new gear that Mazars Italia is about to kick its sector into.

By seizing the opportunity to **encourage dynamism and activation** to convey well-being – physical and psychological alike – through spaces, an experiential and participatory environmental branding becomes a catalyst for corporate spaces and intentions.

The involved management’s farsightedness and hazard lie in the following: to consider the diversity factor **not as a limit but as a strength. Mazars hires, on a global level, a branding company to rethink its positioning.**

And so, on December 16-17th, 2019, after 20 hours of discussions with the Edelman branding agency, we agreed upon engaging the population in defining a series of branding elements of the space.







## IN BRIEF

*A multiplicity of opinions, points of view, ways of working, cultures, activities, generations and nationalities coexists in Mazars Italia: it is a wonderful stimulus for an employee candidate but truly a complex challenge for a company in search of a unitary and unifying identity.*

**There are four axes on which we've decided to act:**

**1. A proprietary building outside the beaten tracks of the sector (city center),** positioned instead in the rapidly evolving economic and cultural area between Sarpi, Monumentale, Porta Volta. Opposite the new ADI Design Museum and just a stone's throw from the Feltrinelli Porta Volta Building by Herzog & de Meuron.

**2. Well-weighted design of the spaces:** the common and shared ones, dedicated to work in open space, are arranged on several floors; whereas the areas for encounter and exchange are located in the basement (Library, Learning Room, Relax Area), on the ground floor (Workcafé) and on the 7<sup>th</sup> floor (Terrace).

**3. Co-planning with the end users,** company's ambassadors – from the design choices to definition of the meeting room names: the questions.

**4. The concept of an "active" Environmental Branding,** no longer used as "passive" communication but as a strategic lever to encourage not only the physical and mental well-being of employees but the very attributes that lie at the base of the corporate pillars, enhancing the strong diversity that distinguishes Mazars Italia.

*In a 7-storey proprietary building, in the center of one of the most evolving areas in Milan today, a new-generation workplace was born and is growing, where the population is a community of experience prosumers (in the sense of designers-consumers of experience) who explore their own identity within it and, thanks to their interventions and personalities, daily generate distinctive cultural humus compared to any other competitor, peer or reality.*

**A Community of Explorers that every day grows more united and close-knit around the creation of individual and collective value.**









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