D/DOCK collaborates with Semrush on new Amsterdam workspace

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The creative architecture and design studio unveils a new office space for SaaS company Semrush, completed in just five months.

Photography: Adam van Noort

Creative architecture and design studio D/DOCK has just completed a new workspace for tech company Semrush, the leading SaaS platform specialising in SEO and content marketing. Presented with the task of crafting a workplace that nurtures creativity and productivity, D/DOCK collaborated closely with the tech brand when both creating and executing the new concept – located in Amsterdam Zuid's Atrium building. Completed in just a five-month timeframe (from concept to delivery), the new office space spans two floors across a footprint of 1,200 sqm and prioritises functionality as well as a choice of flexible zones that are dedicated to a broad range of different working styles.

Catering to multiple working styles and a diverse range of employee needs, the lower floor has been designed with the aim of promoting social interaction and fostering a positive, engaging company culture

for staff and visitors alike. The lower floors therefore feature warm, inviting lounge areas, versatile multifunctional spaces and informal meeting rooms, characterised by boldly coloured upholstered furniture and verdant planting. Meanwhile, the upper floor is dedicated to dynamic, collaborative hubs that facilitate effective teamwork, provided by sleek, curved booths and banquette seating, illuminated by overhead task lighting.

Despite the swift delivery of the project, D/DOCK made sure to incorporate its signature focus on sustainability and conscious consumption into the design concept from the beginning. In partnership with circular furniture specialists Furnify (also local to Amsterdam), the studio implemented an environmentally responsible approach by repurposing and upcycling furniture from multiple sources, underscoring both companies' strong commitment to creating sustainable workspaces wherever possible.