

the global axelrod factor

Modern interior architecture knows no bounds, literally - something that Axelrod Architects of Tel Aviv and San Francisco proved when they designed the office of Global Factoring Financial Services in Israel. The two principal premises for the design were transparency and precision in detailing, a metaphor for the company's operations.

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photos: Amit Geron



The world of modern architecture has no boundaries. This is especially true for the design of modern offices and other projects in the commercial sector. Take, for example, the head office of Global Factoring Financial Services in the Israeli town of Herzliya. Axelrod Design demonstrated what can be achieved with transparency and precision in an area of 250 m². Those two ingredients were what the client, a financial institution operating worldwide, wanted to convey in the interior design, thus reflecting the company's business approach.

The Axelrod team based their design on optimum use of natural light in the lobby/reception area, the four private offices, the conference rooms and eight work stations. They created the maximum possible openness without encroaching on employees' privacy. In the whole, free-standing architectural elements, in which the clear glass feature prominently, achieve the separation of the work stations.

The combination of smooth concrete, glass partitions and minimalist lighting makes for a sleek, modern look. The precision with which the details have been incorporated in the overall design was an underlying factor. According to the designers, their goal is aimed at giving the impression of a modern company with its sights set on the future, and an office reflecting that.





Axelrod Architects was founded in 2000 in Tel Aviv by Irit Axelrod. Five years later she opened her studio in San Francisco, USA. She studied architecture at the Technion in Haifa, and Economics and Urban Studies at Tel Aviv University.

The studios focus on finding tailor-made solutions for private and commercial projects, in terms of architecture, as well as the design of the interior and the surrounding landscape.

Irit Axelrod: "We focus on the continuity of space within the bounds of the programmatic brief. We want to find a new interpretation of the concept of space in modern society, by creating a spatial flow as suggested by a moving person."

Also: "We define space by integrating freestanding architectural elements. We make three-dimensional compositions using graphic patterns inspired by movements like Cubism and De Stijl."

The photos feature the interior designed by Axelrod. It radiates great transparency and precision, which are further enhanced by the subtle colours and the use of glass partitions.

