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What Apple's and Google's Headquarters Plans Reveal About Their Cultures

Thursday February 28, 2013 7:27 am PST by Ben Lovejoy

The very different designs for Apple's and Google's planned headquarters buildings are a reflection of their corporate personalities, argues a professor of architecture at the University of Wisconsin - Milwaukee.

In an [interview with Professor Brian Schermer](#) by digital news site *Quartz* ([via Business Insider](#)), the workplace design expert comments on the two companies' respective plans for their new headquarter buildings.



Apple is ... inscrutable. We don't see the interiors. I have no idea how Apple would organize the building into different work groups. [It] is very tightly controlled. Maybe the Apple employee is somebody who's attracted to that pure, shared vision — the Jony Ive aesthetic. [It is] an architecture that [one] is meant to behold. The company is shooting for timeless beauty.



Google's business is somewhat sprawling and disheveled. They started off with search, and now they are getting into hardware, like Pixel and Google Glass. Similarly, their next campus is a thicket of ideas and places to be. The Google vision is perhaps to recruit people who are attracted to the serendipity of messiness. Architecture can be a very abstract language, but Google is wearing its heart on its sleeve. It's trying to say that you can really inhabit this space.

Apple CEO Tim Cook [mentioned Apple's new campus](#) at yesterday's shareholders meeting, reiterating that Apple plans to move into the facility in 2016, with construction potentially beginning later this year.

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Apple - Connected ecosystem

Google - Fragmented (even their ideas are this and that)

Both look stunning in their own ways, I think.

Rating: 23 Positives



[abhishake](#)

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This is worthy of the front page over so many other posts lol

Rating: 12 Positives



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Architecture can be a very abstract language, but Google is wearing its heart on its sleeve.

"The only problem with Microsoft is they just have no taste."

- Steve Jobs, 1995

This is also Google's problem.

You're either born with an aesthetic sense or you're not.

Sorry Google. You weren't.

Rating: 8 Positives



[M-O](#)

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Apple has style.

Rating: 8 Positives



[sc4rf4c3](#)

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I hate to say this but Google's HQ looks like a housing project.

Rating: 7 Positives



[0815](#)

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So what will Samsung's new campus look like?

It will look like Apples campus - but have a much bigger radius ... and they will call it a new invention.

They will also use cheap plastic instead of the continues high quality glass windows.

Rating: 6 Positives



[AlphaHumanus](#)

10 weeks ago

No, it's not.

Almost all our choices are based on some inner personality, this is also true for organisations, and especially in relation to architecture...

Agreed.

Googles campus looks like *****. I mean its neat and all; I do see the appeal and it would be an awesome thing to visit in person, let alone work there. But it just reminds me of a high school art project, not a serious architectural design.

I guess that why I like apple so much? The cold, calculated design aesthetic, the "pure" vision. Ruthless perfection.

Rating: 6 Positives



[shartypants](#)

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Apple - Connected ecosystem

Google - Fragmented (even their ideas are this and that)

I agree. Apple's is like a Closed system, but looks awesome and is more functional. Google's is more open, but yes, fragmented.

Rating: 5 Positives



[bandalay](#)

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Doesn't the Apple design feature continuous glass around the entire perimeter?



Analyzing architecture like this is akin to phrenology.

Rating: 5 Positives



[Mac-Mariachi](#)

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Google's campus looks like a Disneyworld Resort, not that that is a bad thing. But Apple's building is beautiful and iconic, just like everything else they make.

Rating: 4 Positives

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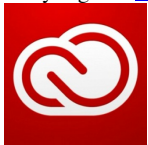
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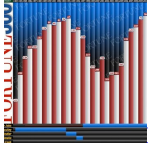
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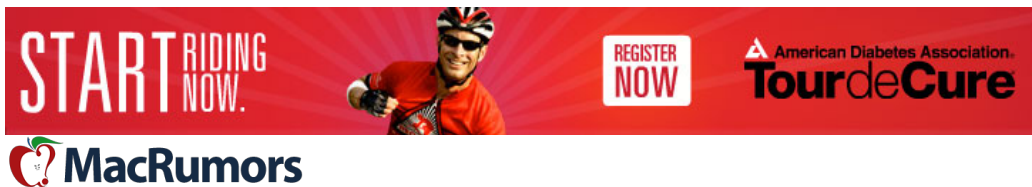
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