



NEW LONDON ARCHITECTURE PRESENTS  
IN ASSOCIATION WITH THE BRITISH COUNCIL FOR OFFICES

## THE OFFICE – LONDON'S WORKPLACE

6 SEPTEMBER - 28 OCTOBER 2006  
NLA GALLERY, THE BUILDING CENTRE  
26 STORE STREET, LONDON WC1E 7BT

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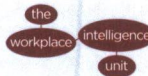
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HOW IS OFFICE WORK CHANGING? WHERE SHOULD WE BE DOING IT? IS NINE-TO-FIVE AN OUTDATED CONCEPT IN THE AGE OF THE LAPTOP, MOBILE PHONE, BLACKBERRY®, BLUETOOTH AND WIFI?

TODAY, WE CAN COMMUNICATE AND CARRY OUT OFFICE TASKS FROM THE BEACH, STARBUCKS OR UNDER A TREE IN OUR LOCAL PARK. BY ALL ACCOUNTS, THE IDEA OF STAFF CONVERGING ON ONE OFFICE SPACE AT ONE TIME SHOULD BE A THING OF THE PAST, YET MILLIONS OF WORKERS CONTINUE TO DO SO.

TECHNOLOGICAL, DEMOGRAPHIC, SOCIAL, ENVIRONMENTAL AND SECURITY ISSUES AFFECT WHAT OUR WORKSPACES ARE LIKE; THEY RAISE QUESTIONS ABOUT WHETHER THE DEMAND FOR NEW OFFICE SPACE WILL CONTINUE AND HOW DEVELOPERS SHOULD REACT TO CHANGING TRENDS.

THIS EXHIBITION PROVIDES A GLIMPSE INTO WHAT SOME INNOVATIVE COMPANIES ARE DOING TODAY AND WHERE THE NEW WORKPLACE OF THE FUTURE IS HEADING.







The word 'office' stems from the Latin officium, and, interestingly, this was not necessarily a place, but an often mobile 'bureau'. Fast forward to the sixteenth century, and the Uffizi buildings in Florence, for example, were constructed by the Medici family as a government office building for their financial empire - the word 'Uffizi' means 'office' in Italian.

Over the past 100 years or so, however, the office as a place where people come together in a social setting has diminished. For this we can chiefly thank Frederick Taylor and the Principles of Scientific Management (1911). Taylor broke down complex tasks into discrete, repetitive activities and instigated surveillance and strict management control. In short, he thought workers were lazy and needed organising, with the office becoming where they came together to use specialist equipment like typewriters, then telephones, computers, copiers, printers and fax machines. This, effectively, was Dilbert in his cube.

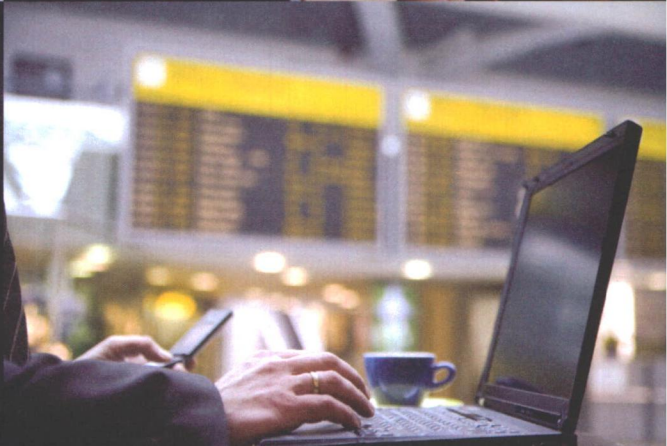
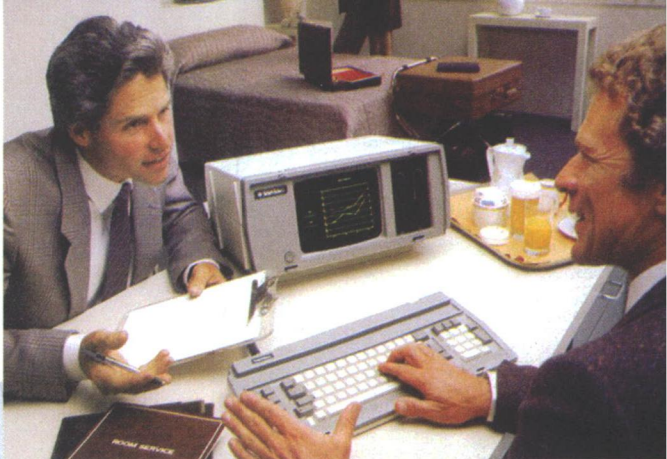
The next totally opposite movement was the Burolandschaft in 1950s Hamburg, which sought to increase communication and provide for more open, egalitarian environments. Since those times, from the 1980s on, we have seen and are seeing the networked office, a huge change as big as the Industrial Revolution where the major drivers for the workspace have been technology, along with systems furniture, building block modules, and our growing understanding that work does not necessarily happen (only) at the desk.

The future office looks like it will become more mobile still.





# COMMUNICATIONS REVOLUTION





The communications revolution – from the progressive miniaturisation of computers to increased mobility enabled by the rise of the mobile phone and internet technologies – has radically shifted both the physical office and our perceptions of where it is and how it operates.

From the shrinking of the mainframe computer to the development of the Apple Mac and today's PCs and slimmer, flatter screens, space requirements – but also those of power, heating and cooling – have undergone step-changes.

Tele- and remote-working have become much more possible, with emails-on-the-go and teleconferencing effectively reducing the need to travel, even (ironically) in an age where air transportation is far easier and more affordable. Today, some 3.2 million people in the UK 'telework', with about 250,000 more doing so every year, according to the Office for National Statistics.

Some of this increased mobility and flexibility was foreseen by the Archigram Group in the 1960s with their fascination with plug-in components, walking cities and fast changing environments. In particular David Green, with his Rock Plug and Log Plug project, designed a communications system - before mobile phones were even a glint in Marty Cooper's eye - for which sockets were disguised as rocks and logs and distributed around the countryside so that itinerant workers could plug in.

Now, in reality, large territories are being geared for change. In London, for example, The City of London Corporation has teamed up with The Cloud, Europe's largest Wi-Fi network operator, to install wireless broadband infrastructure in the city's financial district, with the rest of the city not far behind. With this mobility comes greater freedom, though work time and leisure time is constantly blurring as a result.



# NEW WAYS OF WORKING

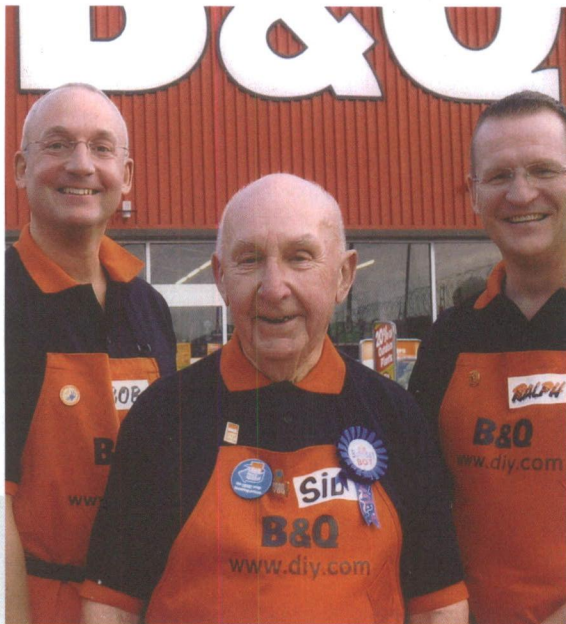
## TECHNOLOGY

In 1995, the Cordless Group, Ericsson, Intel, AT&T (as it was then) and Herman Miller got together to build the world's first wireless office at Workplace 95 in Olympia and then installed it for a year in the City of London. Today, the extensive dissemination of LANs (Local Area Networks), WANs (Wide Area Networks), email, internet, wireless and cellular telephony continues to provide scope to liberate workers from a fixed place of work and allow all sorts of new office features – new ways of working. These include areas for docking, hotelling, hot-desking, as well as breakout spaces – in short, freeing workers from their desks to work in new configurations.

World's first wireless office at Workspace 95 ©Cordless Group Ltd







## DEMOGRAPHIC CHANGES GENDER / WORK-LIFE

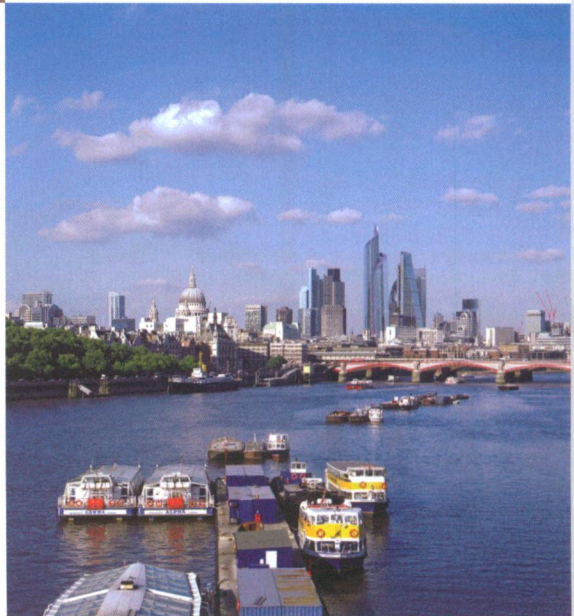
The working population is getting older – the median age of 38.4 in 2003 is expected to rise to 43.3 by 2031. Meanwhile, increased life expectancy has risen to 81 years for women and 76 years for men born in the UK. There are more and more smaller households, with significant increases in one-person households and marriage rates have decreased but the age of marrying for men and women has increased. With all of this set against a pensions crisis backdrop, it is clear that the office needs to adapt to fit a different, longer-working workforce, with different facilities and apparatus to cater for their changing needs. Companies' adoption of more flexible working and family-friendly policies is becoming more important in the office arena.

*Sid Prior, still working 31 hours a week, will be 92 in November '06*

## LOCATION

Office occupiers are facing choices about where they locate. Some traditional industries, such as the media, cluster in the centre, to be near to the seat of power, politicians, and large populations where things happen. But other industries are fast opting to have 'front of house' operations in the cities and 'back of house' operations in a call centre or a network of centres staffed by thousands in the north of England, Scotland – or even India. One logical extension of this is that there will be front of house cities and lower-rent back of house cities, linked by hi tech communication. Another pressure is from tele-workers – people who work from home - who only visit the office once or twice a week to 'dock' or have meetings. The new office is addressing these issues as they relate to space requirements, with sustainability – in terms of offices facing pressures to locate near an effective transport node – being another driver.

City of London Tall Building Cluster ©Cityscape



## SUSTAINABILITY

Heating and cooling, lighting, water and waste are all part of the workplace make-up, with 'healthy' environments made from components tuned to what occupiers want, and what legislation says they must provide. Beyond building regulations, carbon targets and the mayor's goals for using renewable energy sources with elements like photovoltaic cells, occupiers can – if they so desire – also think about recycling, openable windows or air-conditioning, where their products or materials are from, and the location of the office in the first place in relation to its workforce. It is expected that green issues – and being seen to adopt them – will become more important for companies and office occupiers as the subject rises up the political agenda.

Roof Garden at Plantation Place, EC3 ©British Land



## SECURITY

In the months and years following September 11, 2001, global concern from office dwellers in tall buildings about safety translated into a change of the building codes in the US and better escape methods from buildings. But over the coming years, more companies are just as likely to be concerned about their data security. As more companies and cities set up and operate wireless technologies and remote workers rise in numbers, concerns grow. One projection is that more firms will opt to have areas which are Faraday Cages – an enclosure designed to exclude electromagnetic fields and thereby prevent the loss of potentially critical information.

Barclays World HQ designed by HOK International ©Peter Cook

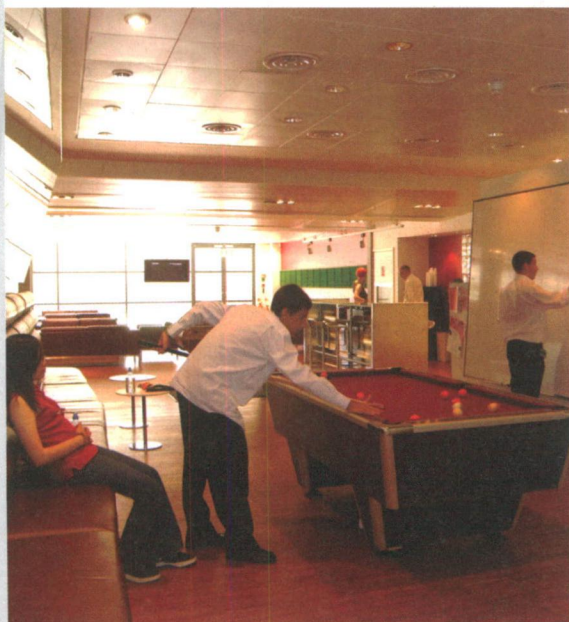




## EXTERNAL EXPRESSION AND BRANDING

Office fit-out companies and interiors architects are finding that more companies today are seeking to put out a message to visitors and staff through the office environments they design. For some companies this will mean branded meeting rooms, for others a better in-house restaurant or entertaining space. And other, larger companies often respond with the provision of retail, gyms, crèches or other ancillary services in a bid to create a more pleasant, efficient environment as a differentiator and marketing tool to express corporate values – and, again, to attract or retain the best staff.

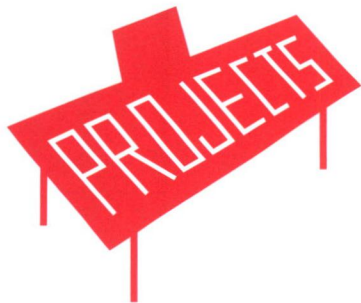
BSKYB Reception, Great West Road © David Barbour/BDP



## COMPETITION

One of the factors driving the development of offices with a difference – those which have more than usual levels of facilities or services or which use design as a differentiator – is the principle of increased competition between businesses. In many sectors, the ability to entice or retain good staff is a key consideration, and effective, attractive workplaces are one way to keep them. The dot-com companies in the 1990s began a trend for 'lifestyle' and 'leisure' elements appearing in the workplace, signifying that creatives need 'play' time to work better, with things like football tables and pinball machines. Today, a growing number of on-site gyms, crèches and prayer rooms are becoming more the norm in office environments.

Pentland Group's HQ in Finchley ©Nick Wood



**THE OFFICE INTERIOR TELLS THE VISITOR MUCH ABOUT AN ORGANISATION, IT ALSO TELLS ITS WORKERS HOW MUCH IT CARES ABOUT THEM. ON THE FOLLOWING PAGES WE LOOK AT A RANGE OF RECENT OFFICE DESIGNS WHICH STRIKINGLY ILLUSTRATE THE SHIFT FROM THE PREDOMINANTLY STATIC DESK-ORIENTED ENVIRONMENTS, SHOWN IN THE HISTORY SECTION, TO GROUP SPACES, PUBLIC AMENITY AREAS AND DROP IN ZONES. IN THE 80'S AND 90'S OFFICE DESIGN FOCUSSED ON WIRE MANAGEMENT AND SERVICES, TODAY THE ACCENT IS ON DESIGNING PLACES WHERE PEOPLE WANT TO WORK, PLACES THAT HELP TO RETAIN QUALITY STAFF AND ARE EFFICIENT AND EFFECTIVE IN USE.**





## DIAGEO, PARK ROYAL

DESIGN: AUKETT FITZROY ROBINSON

Diageo at Park Royal in West London is a good example of putting out a strong message to staff and visitors about brand and image by way of new premises. The new 180,000sq ft headquarters building runs over eight floors - five provide open plan workplace accommodation for around 900 staff from what was previously a fairly hierarchical structure. There is now more staff interaction and in the offices, a 'Style bar' which is partly for demonstration, partly for staff to use, retail and 16 branded meeting rooms, each of which reflects a different Diageo brand identity, such as Smirnoff, Gordon's or Archers. It was also, says AFR's Stephen Hunter, a good example of the kind of 'hotel-like' offices being asked for more often today.







## BT, BRENTWOOD

**DESIGN: ARUP ASSOCIATES**

IMAGES: © RICHARD BRYANT

The design of the building is based on BT's 'Workstyle' brief to provide a social hub for employees to meet and exchange ideas and knowledge. It needed to be a comfortable, energy efficient environment to stimulate and motivate staff. The building is linked to BT's corporate network to enable remote working from wherever it is most efficient for an individual. The design provides a flexible space using a linear plan form which allows for simple subdivision in the future should BT's property requirements change. Three floors of offices have been created in three zones, along with a conservatory, restaurant and two 'wintergardens' all of which are three-storey volumes. A post-occupancy evaluation showed high levels of occupant satisfaction, as well as an 8% perceived increase in productivity.







## MELLON, QUEEN VICTORIA STREET, EC4

**DESIGN: AUKETT FITZROY ROBINSON**

This £14 million fit-out for Mellon Financial Corporation's headquarters building near Blackfriars Bridge in the City was created after the designers quizzed staff, creating special areas including a café, atrium lounge, reception area, conference suite, executive suite, dining rooms and both cellular and open plan offices. The architect encouraged the client to look at new ways of working with an emphasis on environmental and ergonomic solutions. This resulted in using recyclable materials in all light fittings. The 'reflexology path' – a textured facility for people to walk on and receive treatment as they walk along it – and 'reflection area' are incorporated into the building's atrium area and offer a place for staff to relax away from the stress of the job.







## ACCENTURE, PLANTATION PLACE

**DESIGN: BENNETT INTERIOR DESIGN**

ABOVE: © TOM BAKER – RIGHT: © HUFTON & CROW

Plantation Place is an example of a highly flexible office space which is tunable to a variety of settings and environmental measures. The scheme, occupied by Accenture, features offices, open plan and flexible working spaces for circa 800 staff, ancillary spaces including showers and breakout areas and a large data centre to support the IT infrastructure. The second phase comprised the main reception area, a 120-seat staff café, client presentation meeting room suites and office space for an additional 180 staff. A large reception area overlooking the atrium on Level 7 links together an all-day cafe, extremely high quality client presentation/meeting rooms and office space, creating a vibrant central hub for both Accenture's clients and staff. A large data centre was installed to support the IT infrastructure required to service Accenture's client base. Particular attention was paid to the design of a way-finding solution for a transient population using the large floorplates. Strong colours and graphics define four zones on each floor.





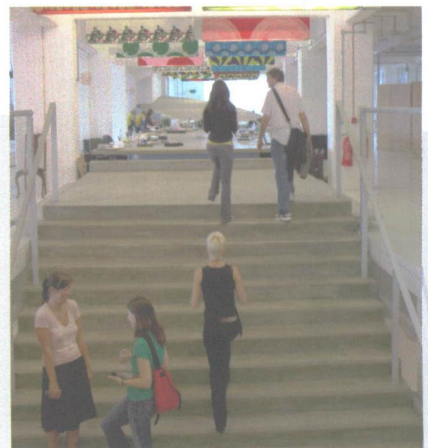


## MOTHER, TEA BUILDING SHOREDITCH

**DESIGN: CLIVE WILKINSON ARCHITECTS**

IMAGES: © RICHARD LEAROYD

Advertising agency Mother operates alongside other creative tenants in a refurbished three-building complex in Shoreditch from 1896 called the Tea Building. It said it needed 30,000 sq ft configured to let all staff work around one large concrete table which winds like a race-track round the second floor of what it christened the Biscuit building and is, according to Wilkinson, 'probably the largest office work table on earth'. Forsaking desks and cubicles, the Mother staff began working on a communal table in 1997, and the table has simply grown with them. Their previous table, finished with oak flooring planks, accommodated 85 people. The new table has a maximum capacity of 200.





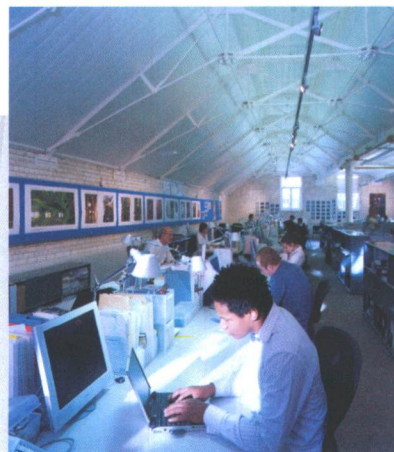


## BDP, BREWHOUSE YARD, EC1

**DESIGN: BDP**

IMAGES: © DAVID BARBOUR / BDP

Architect BDP moved from awkward premises at Gresse Street in central London into new London Studios at Brewhouse Yard, in Clerkenwell, embracing technology and a new culture in the process. The 44,000 sq ft facility is housed in a late 19th century building, originally part of the Cannon Brewery buildings. The spatial concept was to create a studio environment to support and encourage teamwork and innovation. So, there are no private offices, and all professional staff work on large-format team platforms. Comprehensive network facilities, including wireless systems, enable project teams to be deployed anywhere in the building while large, shared 'platform' work stations provide even greater flexibility – allowing ad-hoc reconfiguration of teams, informal meetings, exchanges and discussions. The result is more interactions of different disciplines and sectors, a better image and openness for the architect – and, anecdotally, more students leaving their CVs when they visit.







## BP, 20 CANADA SQUARE, CANARY WHARF

**DESIGN: SHEPPARD ROBSON**

IMAGES: © RICHARD WAITE

BP's offices at 20 Canada Square – occupied at the end of 2005 – comprise two new trading floors, a management suite, café and support services for 2000 staff. BP's aim was to acquire new space to allow for a more productive workforce, to retain staff as they moved from five locations in the City and reflect the branding values of what is the UK's largest company. The designers created a colourful 'wow factor' scheme to respond to its young staff – average age 28 – with themed café spaces at the base of escalator tubes, supporting new trading floors. Clever technological apparatus, meanwhile, includes an electronic card system used for activating printers throughout the building, photocopying and buying a coffee or lunch.





## LONDON DEVELOPMENT AGENCY PALESTRA, SOUTHWARK

**DESIGN: SHEPPARD ROBSON**

This design for exhibition, meeting and conference space for new London Development Agency offices in the Palestra building in Southwark is a modern, interactive interior themed around London as a sustainable world city. Located inside a Will Alsop-designed pod, the design is a 'wave wall' linking the pod space to the main building and defining the waiting area and public circulation. A pink 'ribbon' wrapping around the wall defines plasma screen and information zones. Sculptural seating in the waiting area lends to a dynamic modern interior space designed to encourage interaction and reflect the LDA's vision as a responsive, inclusive and ambitious organisation committed to driving London's sustainable economic development. The new offices will accommodate 450 employees relocating from St Katharine Docks. The space is due for completion later this year.





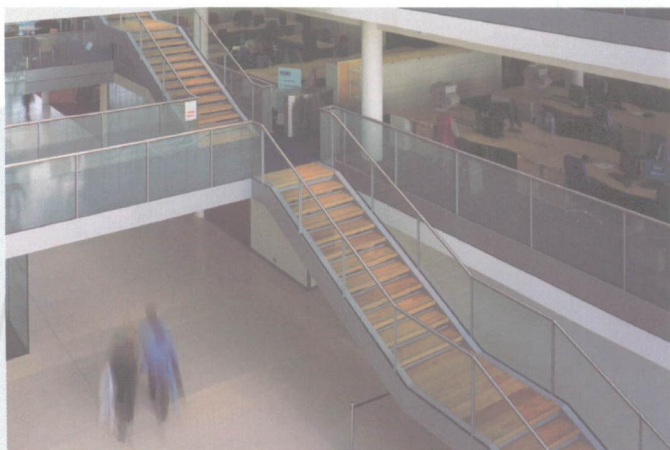


## RBS CALL CENTRE, SOUTHEND

**DESIGN: BDP**

IMAGES: © DAVID BARBOUR / BDP

Call centres are often soulless environments which do little to raise the spirits of staff. This scheme at Southend is an exception, and one where, because of the standard of accommodation, a high turnover of staff has been turned round from 26% per year down to just 9%. The 19,000 sqm offices include a glazed, full-height atrium joining two wings and break out spaces for call centre staff to take a rest in, a video games area and gym.







## BSKYB, GREAT WEST ROAD

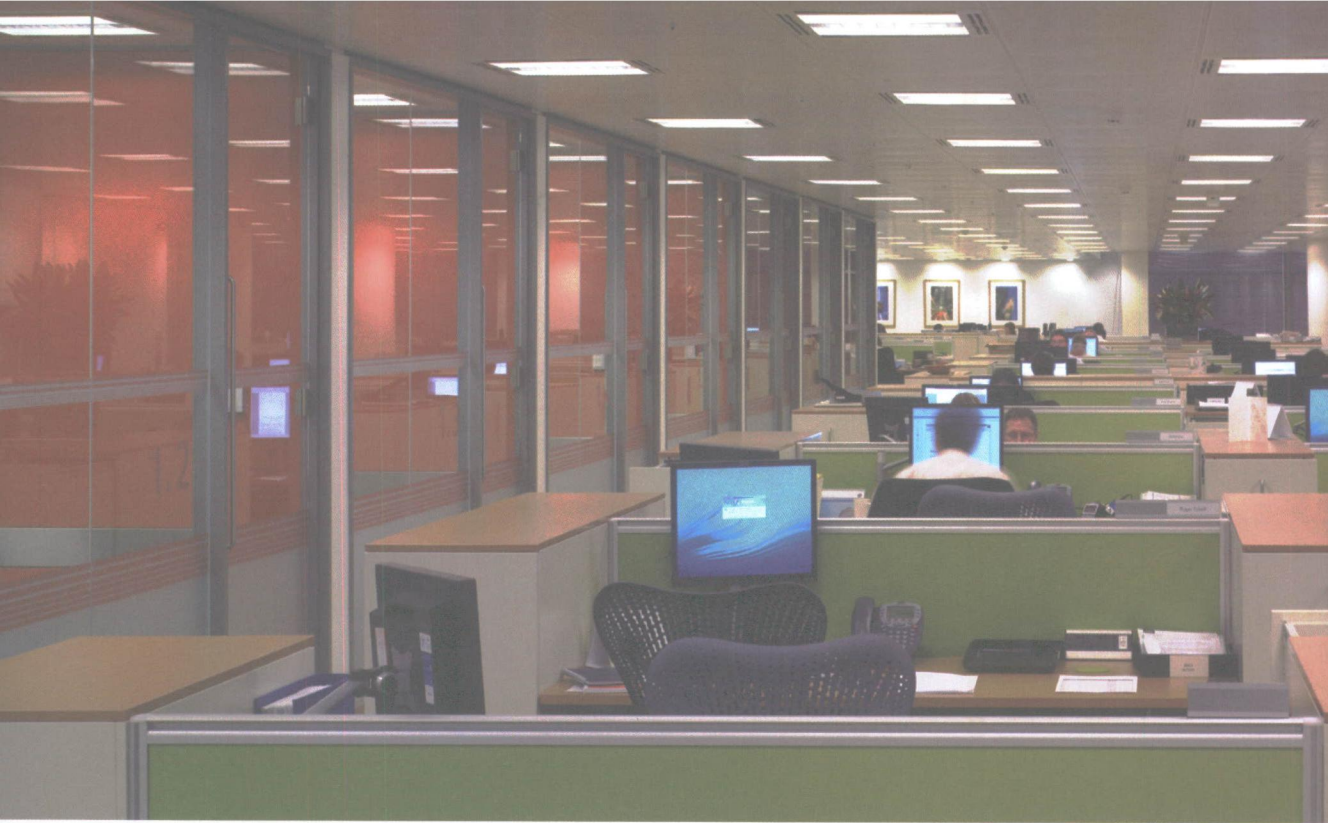
**DESIGN: BDP**

IMAGES: © DAVID BARBOUR / BDP

Broadcaster BSkyB moved its administrative and corporate functions onto one 'campus' at Osterley on the Great West Road – refurbished 15 year old buildings for 100 staff in 12 departments including the executive group. A 'green loft aesthetic' has been used, dispensing with suspended ceilings. Any requirement for cellular accommodation beyond an executive floor is provided by 101 specially designed and moveable 'pods' that can plug into a perimeter service zone throughout the building and a bench system for flexibility in workplaces.



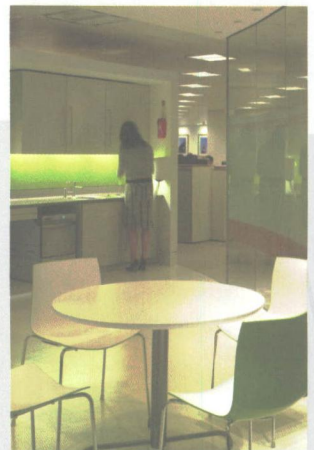




## 3i, VICTORIA

**DESIGN: SWANKE HAYDEN CONNELL**

Venture capital company 3i was moving from a 12-storey building on Waterloo Road where it had been for 34 years, to new premises in Victoria. It wanted its staff to interact more, as one by-product of the move. The relocation enabled the company to acquire far more open and transparent floor spaces at 16 Palace Street, and so change the workplace culture to create larger team workspace, fostering better communication between their investment teams and professional services groups. Three 20,000 sq ft floors are designed as two open plan working floors and one client-facing floor that has conferencing, dining and presentations facilities. A concierge-style reception area is located on the ground floor, and a staff restaurant is located on the 2nd floor. Other facilities include a coffee bar for both staff and clients to mix and mingle and a conservatory-type Wintergarden space that is used for break-out and hospitality events. Another reported boon was that better catering facilities meant staff coming in earlier and that clients can be entertained in house.





## PENTLAND GROUP, FINCHLEY

**DESIGN: GHM ROCK TOWNSEND**

IMAGES: © ZZA

Pentland is a brand management company which lists names like Berghaus, Mitre, Kickers, Speedo and Lacoste on its books. Its offices are a good example of how a company has designed a workplace with sufficient attractions in terms of work-life balance – including a crèche that is also available to the wider public, a gym and relaxation area – and extra facilities to be able to draw a young, creative staff to the suburbs – in this case the residential area of Finchley.







## GLAXOSMITHKLINE, BRENTFORD

**ARCHITECT: SWANKE HAYDEN CONNELL**

GSK is a good example of how amenities and public art have been integrated into the working environment. The global headquarters brings together under one roof the corporate cultures of two world-leading, merged pharmaceutical companies, Glaxo-Wellcome and SmithKline Beecham. Everyone enters and leaves the four main buildings through the 'Street' where people are encouraged to meet and mix en route to the workplace or simply to use for working or enjoying all amenities, which include a 500-cover restaurant, flower and newspaper kiosks, delicatessen, health, and exercise centres, bank, and café. Art installations include the aerial sculpture Abundance (and Reflex) by Jan Blake above the café and other works by artists including Marta Pan.





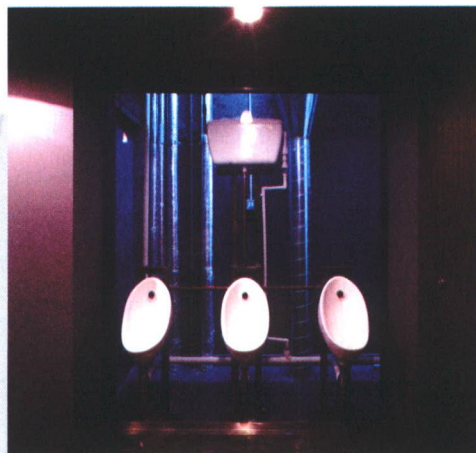


## TED BAKER, ST PANCRAS WAY

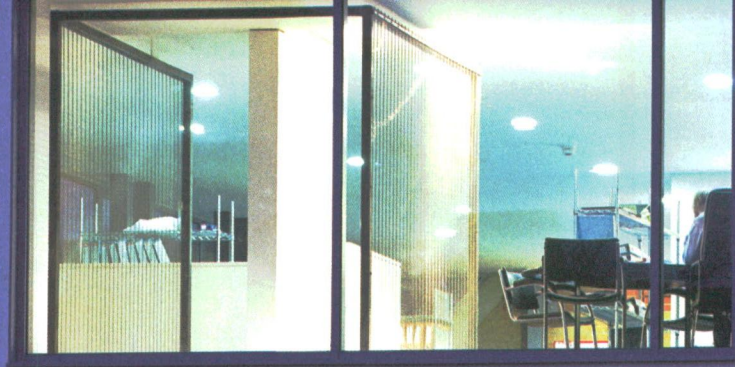
**DESIGN: PRIESTMAN ARCHITECTS**

IMAGES: © DAVID GLANDORGE

The Ted Baker HQ redefined what the fashion company was about after moving from cramped accommodation in Euston. The new office is in a former postal sorting office accessed via a large entrance door billboard of a red lobster. The client wanted an 'aspirational' space, and got one with a lobby punctuated by a timeline of Ted Baker products, illuminated retained goods lifts with interactive noise panels, a spectacular third floor reception with a courtyard that opens out under a glazed roof, used for relaxing, eating and drinking and greeting visitors. A dramatic secondary stair in the courtyard space leads down to the showrooms. Large open floor plates house 'events' such as workstations, meeting rooms, screens, furniture, and planting.







## CLARENDON GROUP, N10

**DESIGN: PRIESTMAN ARCHITECTS**

This 6,500 sq ft converted 19th Century Chapel is a prime example of the flexibility of the office in terms of the creation of live/work units. The scheme involved raising the original roof, building a new spire with lighting, a five storey extension (being built now) and complete refurbishment. The building's owner, Chris Shirley, runs his development business from one of two office spaces and his publishing company from the other, while residential units are arranged above it.







## MONSOON, THE WESTWAY

### REFURBISHMENT: AHMM

This unique building, refurbished by AHMM, comprises offices, design studios and an art gallery for fashion group Monsoon plc and its chairman, Peter Simon. Demolition is complete and the £32m main contract started in July. Conceived as a 'warehouse office' both in scale and cost, it has all the facilities of a West End office building at a much lesser cost, beating the established benchmarks for buildings of this type. Its 165,000 sq ft on 7 floors feature two large open plates of space on each floor, either side of an atrium which runs the length of the building.





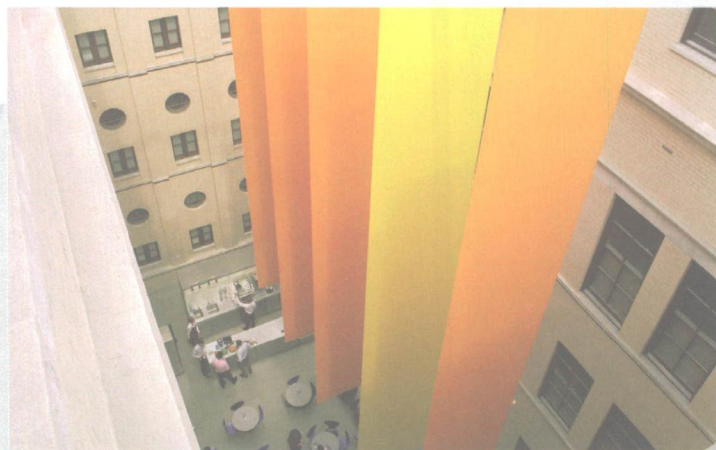


## HM TREASURY, WHITEHALL

**DESIGN: DEGW**

IMAGES: © KEVIN SANSBURY

The Treasury is an example of an institution radically altering its ways of working through bricks and mortar. Designed by DEGW in a refurbishment by Foster and Partners, the Treasury offices were turned from long, empty corridors, high ceilings, and shut doors, which was very quiet and emphasised hierarchy, to a vibrant, interconnected, wired, stimulating and interesting place to work.







## SJ BERWIN, 10 QUEEN STREET PLACE

**DESIGN: HOK INTERNATIONAL & SETH STEIN**

ABOVE: ©ANDY WARNER LACEY/HOK - RIGHT: ©PETER COOK/VIEW

The company aimed to 'unshackle' its lawyers from their desks. Through creating this four floor scheme including a substantial roof garden, SJ Berwin has created an unusually transparent workplace for this sector, including a central atrium, glass-fronted offices, conference suite, 'sleep pods' for long-hours-working lawyers, a concierge service and wireless throughout. Staff have become more interactive and the company is pleased with its integration of clients and new, open image. One staff member even commented 'it feels like having a new job'.







## WORK AND LIVE SPACE, W11

**DESIGN: PRIESTMAN ARCHITECTS**

IMAGES: © RAY MAIN

A conversion of a mews building in Notting Hill, this scheme shows how living spaces can accommodate working environments too. The space, a £40,000 conversion of an old stable building for graphic designers, features a glass screen as a backdrop to an open plan ground floor living space with a work area at its front, open plan kitchen and two bedrooms and a bathroom upstairs. Originally a stable building situated in a quiet mews, the conversion involved the creation of a narrow planted courtyard at the rear enclosed by a brick wall, and separated by a tall elegant glass screen as a backdrop to a dramatic open plan ground floor living space which has a work area at the front, open plan kitchen and partially separated hall with WC. Two bedrooms and a bathroom upstairs, accessed from a stair/storage unit, overlook the living space by simply forming openings in the original brickwork. Salvaged french oak flooring used throughout, combined with sand blasted brick walls, gives a warm peaceful atmosphere.







## CABE, ONE KEMBLE STREET

**DESIGN: MOREYSMITH**

IMAGES: © PATRICK BURROWS / ARTSOURCE

Government design agency CABE had outgrown its previous offices in Waterloo and was looking to relocate its 100 staff on one floorplate as well as create spaces for debating design. It moved to the Richard Seifert-designed 60s building at Kemble Street. All staff now work in open plan with flexible presentation spaces, workspace, meeting rooms, a contemplation space and a reception/café area which is a lively heart to the office. A new, relaxed sense of teamwork and communication has been achieved.







## WPP, PADDINGTON

**DESIGN: BDGWORKFUTURES**

IMAGES: © HUFTON & CROW

This shared campus building for WPP at Westbourne Terrace near Paddington was an exercise in branding and colour. It provides facilities for six individual creative companies including Ogilvy and Fitch. Designer BDGworkfutures had to work with six different brands and six different budgets, opting for a purposefully simple open plan layout enlivened by colour in break-out spaces and each company having their own front door. Another interesting element is a shared bar for thirsty creatives.







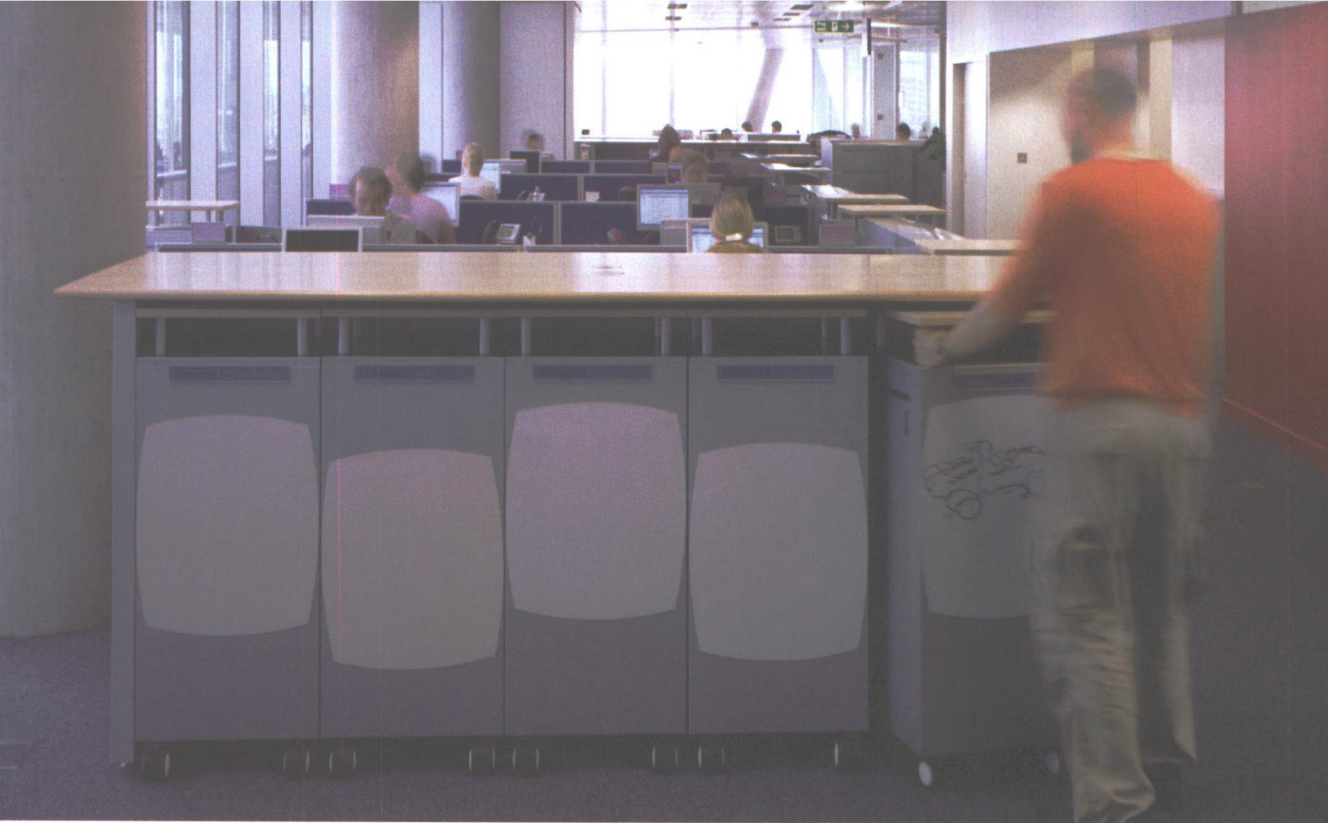
## ERNST & YOUNG, MORELONDON, SOUTHBANK

**DESIGN: MCM ARCHITECTURE LTD**

A new sense of ownership, open communication, interaction and less hierarchical structure has resulted from Ernst & Young's fit out of a Foster and Partners-designed building on the south bank. The scheme includes informal flexible spaces for meetings and a bold use of colour and art installations, in a general configuration of two light, glazed fins linked at every level by open bridges across a central, nine-storey atrium.



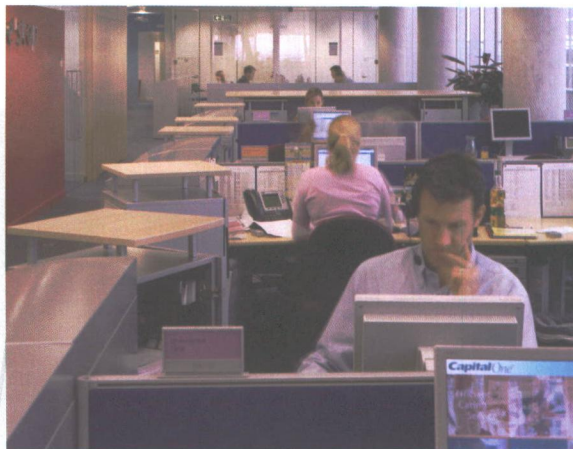




## CAPITAL ONE, EUSTON ROAD

**DESIGN: MCM ARCHITECTURE LTD**

An interesting feature of this fit-out for workers at Capital One in Euston is this hotelling bench and 'puppy park'. Staff can work where they want, storing their personal possessions in the 'puppy', to be wheeled using a lead-like handle to where they want to work next time. The staff are now all on one floor after having been on four at its previous cellular accommodation at Hanover Square and, thanks to the series of new workplace settings they can use – such as break out spaces, meeting rooms, quiet rooms and a fun room for breaks – they report greater levels of productivity.







## ZENITHOPTIMEDIA, W1

**DESIGN: BENNETT INTERIOR DESIGN**

IMAGES: © HUFTON & CROW

Media agency ZenithOptimedia's offices are a good example of using branding and colour to create a fresh new corporate image. The firm wanted to use its move from Paddington to new offices at 24 Percy Street off Tottenham Court Road to remove the stigma that it was a conservative trading warehouse for the buying and selling of airtime on various media platforms. Instead, its new offices have been designed to show they are a forward-thinking, transparent and well-established brand within the market place. This is via a reworked 'shop window' entrance and an area that doubles as an eye-catching function space for entertaining clients, in a large, retail-like volume. Clients are greeted by a large glazed shop front, while other features include angled blue glass blades to divide spaces and provide more intimate ones for informal meetings, a hotel-style window reception integrated into an angled white glass wall and bar which follows the geometry of the timber oak floor, leading visitors through the space. Suspended graphic screens – with graphical silhouettes of the departmental teams themselves – complete the picture.







## SUN MICROSYSTEMS, FARNBOROUGH

**DESIGN: AUKETT FITZROY ROBINSON**

Workplace architects AukettFitzroyRobinson designed this major offices scheme specifically to be a creative and effective environment aimed at attracting and retaining the best staff. Flexible accommodation supports and encourages new work practices through the co-location of teams and results-based management. Special SunRay technology was deployed to allow anyone to work anywhere in the office, whilst being still connected to clients and colleagues as they move. A system of 'neighbourhoods' was designed, where all but a few employees do not have a dedicated desk or office; workspaces are bookable and team units are set up and disbanded quickly. The outcome has been more interaction and cross-boundary socialising and a marked reduction in space wastage, as only the right space is used at the right time.



THE HISTORY OF THE OFFICE IS LITTERED WITH PROJECTIONS OF THE FUTURE WHICH DO NOT COME TO PASS BUT IT IS CLEAR THAT A NUMBER OF FACTORS WILL IMPACT ON THE DESIGN OF THE WORKPLACE OVER THE COMING DECADES.

THE PACE OF INFORMATION TECHNOLOGY INNOVATION IS LIKELY TO CONTINUE, MOBILITY WILL BE ENHANCED, THE SPEED AND QUALITY OF COMMUNICATIONS WILL GET FASTER AND BETTER.

ENVIRONMENTAL AWARENESS WILL AFFECT BUILDING DESIGN AND CITY PLANNING. COMPANIES' CARBON FOOTPRINTS WILL BE A MAJOR FACTOR IN DECISIONS ON LOCATION AND LAYOUT. THE LONDON PLAN'S SUSTAINABILITY AGENDA SAYS THAT DEVELOPMENT SHOULD TAKE PLACE AT HIGHER DENSITIES AROUND TRANSPORT HUBS WITHIN MIXED USE ENVIRONMENTS.

THE OFFICE FRONT DOOR WILL NO LONGER BE THE BOUNDARY BETWEEN WORK AND PLAY. THE SURVIVAL OF THE OFFICE HAS AS MUCH TO DO WITH OUR SOCIAL NEEDS AS IT DOES WITH ADMINISTRATIVE EFFICIENCY.

FLEXIBILITY BOTH IN TERMS OF DAY TO DAY WORKING AND CAREER CHOICES WILL INCREASE. THE OFFICE WILL EXPRESS THE IMAGE, IDENTITY AND VALUES OF THE OCCUPIER AS EMPLOYEES GAIN MORE MOBILITY AND POWER OVER THEIR OWN CAREERS. AFTER ALL, IF THE WORKFORCE CAN BE ANYWHERE, ANYTIME, THEN THE OFFICE OF THE FUTURE NEEDS TO BE ABLE TO ATTRACT THE BEST STAFF, RETAIN THEM, AND KEEP THEM HAPPY.





# CREDITS

PETER MURRAY	EXHIBITION DIRECTOR
NICK MCKEOGH	MANAGING DIRECTOR
SHARON HUSTON	NLA CO-ORDINATOR
DEBBIE WHITFIELD	ASSISTANT DIRECTOR
NICK FREEMAN	CREATIVE DIRECTOR
DAVID TAYLOR	RESEARCH AND TEXT
MARTIN PAGE	PRODUCTION
SMOOTHE	VIDEO PRODUCTION
SUN DISPLAY	EXHIBITION BUILD
JAMES POOL & SONS	CATALOGUE PRINTING
CARO COMMUNICATIONS	PUBLIC RELATIONS



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# BREAKFAST TALKS PROGRAMME

WEDNESDAY 13 SEPTEMBER

USING BUILDING PERFORMANCE EVALUATION  
TO CREATE PRODUCTIVE WORKPLACES

DR NIGEL OSELAND, SWANKE HAYDEN CONNELL ARCHITECTS

WEDNESDAY 20 SEPTEMBER

OFFICES AS AN EXPRESSION OF TIME

ROGER WHITEMAN, RMJM

WEDNESDAY 27 SEPTEMBER

WORKPLACE – THE CHANGING LANDSCAPE

TIM WILLIAMS, MARTIN COOK, BDP

THURSDAY 28 SEPTEMBER

THE WORK-LIFE AGENDA – IMPERATIVES FOR  
ORGANISATIONS, LOCATION AND OFFICE DESIGN

ZIONA STRELITZ, ZZA

MICHAEL EDWARDS, THE BARTLETT SCHOOL, UCL

WEDNESDAY 4 OCTOBER

FROM PLAYGROUND TO WORKPLACE –  
ASPIRATIONS OF THE FUTURE WORKFORCE

RICHARD BEASTALL, FARROL GOLDBLATT, TP BENNETT

THURSDAY 5 OCTOBER

SPACES THAT SET THE STANDARDS

SIMON SILVER, PAUL WILLIAMS, DERWENT VALLEY

WEDNESDAY 11 OCTOBER

THE FUTURE OF WORK – HOW AND

WHERE WE WILL WORK IN 2030

DANIEL JENKINSON, FORWARD THINKING INC

MARK CATCHLOVE, HERMAN MILLER

WEDNESDAY 18 OCTOBER

SPACE TO WORK – GLOBAL WORKPLACE TRENDS

PHILIP ROSS, CORDLESS GROUP

WEDNESDAY 25 OCTOBER

THE NEW OFFICE

FRANK DUFFY, DEGW

## BOOKING INFORMATION

NLA GALLERY, THE BUILDING CENTRE, 26 STORE STREET, LONDON WC1E 7BT

FREE ENTRY. ADVANCE REGISTRATION REQUIRED BY EMAILING [TALKS@NEWLONDONARCHITECTURE.ORG](mailto:TALKS@NEWLONDONARCHITECTURE.ORG).

REGISTRATION AND BREAKFAST FROM 8 AM. ALL TALKS START PROMPTLY AT 8.30 AM

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