



The elegant, restrained interiors feature high quality furniture elements and joinery throughout.



One of the more interesting (if not most interesting) post-pandemic development when it comes to the London workplace scene is the eschewing of traditional, established geographies (City, Canary Wharf etc) for other boroughs in the capital, such as Clerkenwell, the 'new' West End, King's Cross and, as is the case with this fantastic new scheme, vibrant Victoria.

Grey matter



The spacious ground floor reception provides active frontages and animation at street level.

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quire & Partners has recently completed a new seven storey building – 18-20 Greycoat Place – in the heart of Victoria, at the intersection of Greycoat Place, Greencoat Place and Rochester Row. Comprising four floors of workspace with duplex apartments on the upper floors, the ground floor is animated on all three sides with an office reception and retail use.

The development follows the curved line of the street, and draws on the prevalent residential mansion block vernacular. Sandstone pilasters rise vertically across the façade, framing a series of contemporary projecting bay windows and spandrels in dark aluminium, expressed in groups to reflect the retail, office and residential uses within the building.

Simple scalloped details on the columns reference the neighbouring art deco inspired Artillery House, while intricate metalwork adds detail to the façade of the apartments above.

The rounded corners and footprint of the building follow the curved line of the street, echoing the previous building on the site and the streamlined style of art deco architecture found in the area. A material palette of red sandstone with

dark trim detailing is inspired by notable brick buildings in the area.

Crafted sandstone columns feature a scalloped detail with a concave recess inspired by the shape of the site, and the rhythm and visual weight of the pilasters varies as the building rises upwards.

Sat within the columns from levels 1-4, the projecting bay windows of the office floors are finished in a contrasting dark grey aluminium. Faceted metal spandrel panels are recessed to add visual depth to the façade and accentuate the windows.

The rounded setback sixth floor, composed of metal and glass, reflects similar surrounding rooftop architecture and houses 100 sq m of photovoltaic panels on its roof. The pressed V-form detail of the cladding panels relates to the graduated concave form of the sandstone pilasters, creating coherence across the façade elements.

The ground floor office reception and the retail unit occupying the corner of Greencoat Place and Greycoat Place will provide active frontages and animation at street level, while residential accommodation is located above the office floors to





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provide privacy from the street below and create elevated views.

The mix of tenures visually divides the building, with the different uses reading as separate bands within the façade. The differing architectural treatments of the window bands includes the amount of glazing used at each level – responding to the different daylight requirements of each use.

We're told that the horizontal separation of the façade takes design cues from numerous buildings in the area, including Artillery House on Artillery Row and 10 Greycoat Place.

The entrance to the workspace floors is located on the corner of Rochester Row and Greycoat Place, leading to a generous reception lobby with a bespoke desk inspired by the form and materiality of the building, communal seating and two meeting rooms for tenant use.

Four floors of column-free office floorplates boast generous floor to ceiling heights and are arranged around a central core, open to all three sides of the building, with large windows to afford maximum natural light and flexibility to future tenants. Services are also located to accommodate for future tenant division and flexibility.

Office floor cores feature timber panelling, copper clad lift architraves and fluted plaster details that echo those found in the reception space.

Technical innovations include touchless access and air purification on the office floors, and antibacterial copper-coated details such as bespoke door handles, designed and produced in collaboration with Franchi.

Aimed at single or multiple tenants, the office amenities include a dedicated reception and end of trip facilities. A single-storey basement extends the full footprint of the site, providing cycle storage for office, commercial and residential tenants, as well as shower and changing facilities for the offices, encouraging active travel.

A discreet residential entrance lobby located on Greencoat Place leads to five apartments accessed on the fifth floor, comprising two studios, a two-bed duplex and two three-bed duplexes. The three duplex apartments contain internal staircases up to bedroom accommodation at level six. A sense of indoor-outdoor living is maximised with repeating Juliet balconies on the fifth floor and individual private terraces on the sixth. Balcony and terrace balustrades are bespoke, designed to reflect the pattern of the pressed V-form cladding of the top floor.

"The client sought to create a high quality multi-use building that not only fitted into the context, but also stood out in the heart of Victoria," the project team at Squire & Partners tell us. "Aspirations included maximising

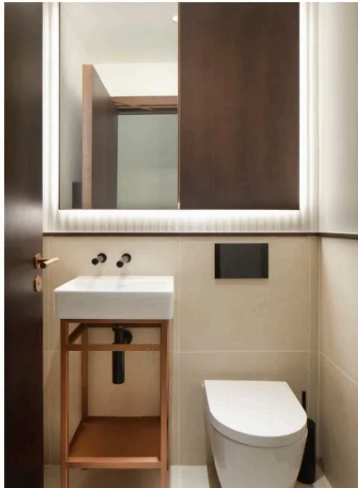
the views out, attaining BREEAM Excellent and WiredScore certification (which it has achieved), and delivering a series of workspaces that can cater for single or multiple tenancies.

"The brief included the creation of Cat A office space that allowed for fit-out by future tenants, and communal areas, such as the ground floor reception space, to feel high-end, neutral and in keeping with each other. It also specified retail use at ground floor and residential use above the workspace. Beyond that, the client allowed us freedom in our design and finishes; we worked hard to maximise the available space on the floorplates, whilst also allowing space for high quality finishes both internally and on the façade.

"The design of 18-20 Greycoat Place draws on the context of the surrounding historic buildings and listed Artillery Mansions, with a material palette of red sandstone and dark trim detailing inspired by Westminster Cathedral, Westminster Almshouses and the more recent Wellington House.

"Internally, the generous reception lobby features a bespoke desk inspired by the form and materiality of the building, set in front of a fluted plaster niche inspired by the external façade.

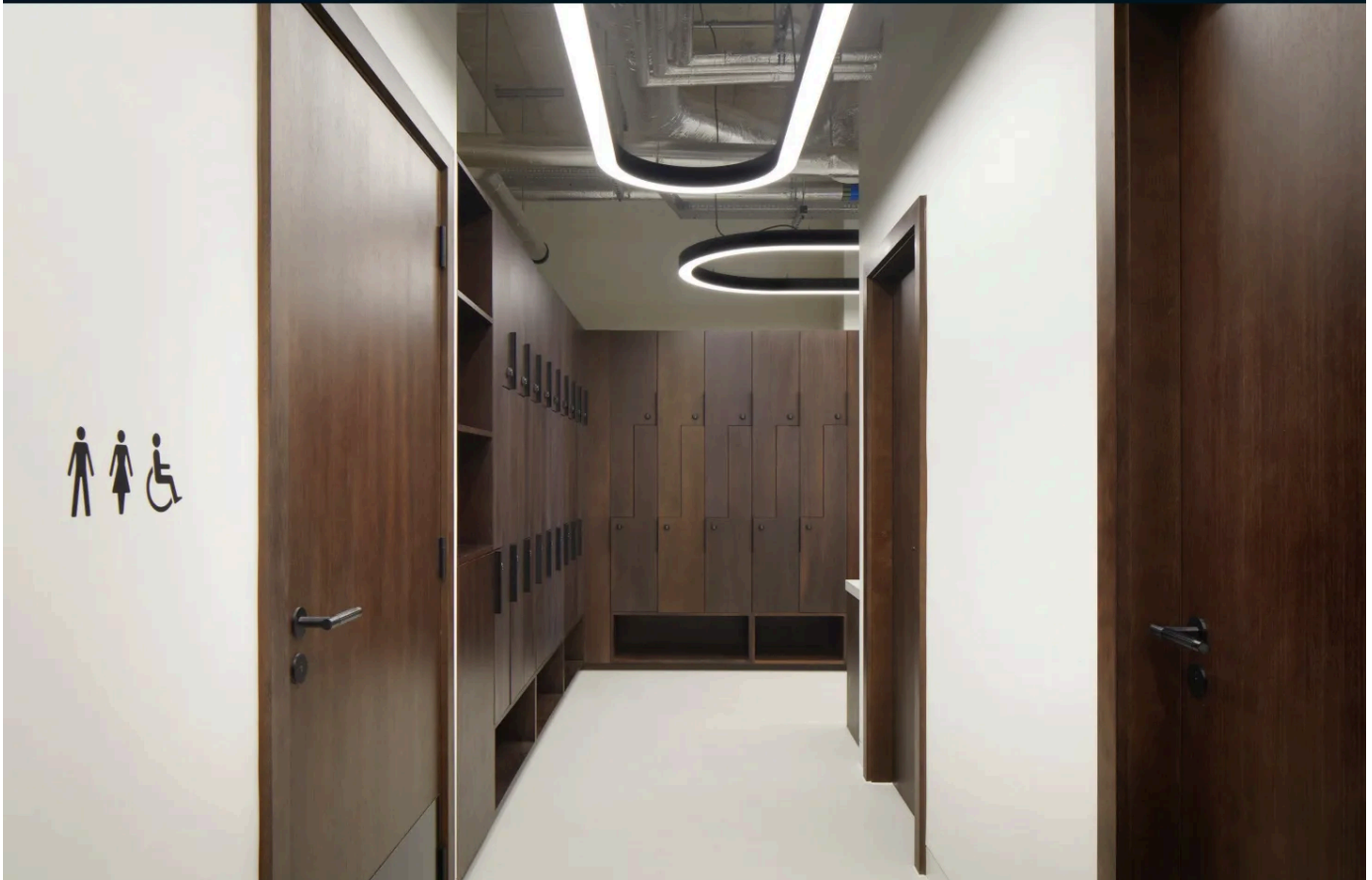
"The façade of 18-20 Greycoat Place is completely bespoke and unique. Following the curved line of



Above: The project features immaculate detailing throughout, including antibacterial copper-coated ironmongery.



Right: Technical innovations employed here at Greycoat Place include touchless access and air purification.



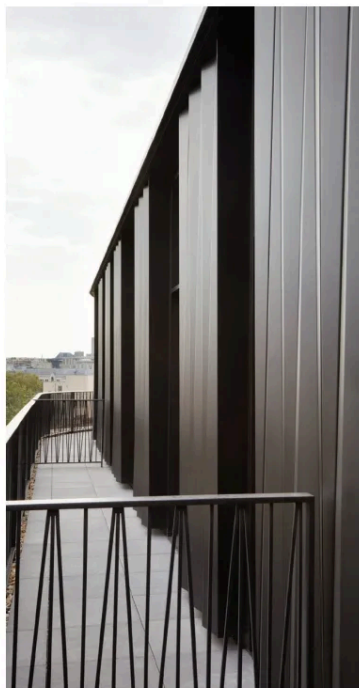
"The brief included the creation of CAT A office space that allowed for fit-out by future tenants, and communal areas, such as the ground floor reception space, to feel high-end..."

Above: A single-storey basement extends the footprint of the site, providing cycle storage, shower and changing facilities

"18-20 Greycoat Place is the next step along the journey of the practice's relationship with this part of town."

Below: Projecting bay windows offer remarkable views of Westminster Abbey and the surrounding skyline.





the street, its sculpted façade elements are influenced by the art deco style of Victoria Coach Station, the National Audit Office and the former Royal Horticultural Halls.

"The single block columns of red sandstone – inspired by notable red brick buildings in the area – have been gently scalloped as they rise to soften the appearance of the building.

"The design of the façade visually divides the building into its mix of tenures, with the three different uses reading as separate bands, each with differing amounts of glazing depending on their daylight requirements.

"Wellbeing played a large part in the design. On the workspace floors, lighting responds to circadian rhythm, blinds are controlled concurrently and an air purification system has been installed. Full-height glazing on three sides brings in generous levels of natural light and offers extensive views out. Cycle storage is provided on the lower ground floor for office, commercial and residential tenants, as well as shower and changing facilities for the offices, encouraging active travel. Travel displays in the lifts and reception show the latest transport network information, including cycle availability at docking stations.

We ask about the greatest challenges faced by the team here. "Greycoat Place was designed during

"The design of 18-20 Greycoat Place draws on the context of the historic surrounding buildings and Artillery Mansions."

the pandemic – whilst the approach to workspace design was constantly shifting and evolving," we're told. "We adapted our design in real time to accommodate technical innovations like touchless access and air purification. Having designed bespoke and restrained interiors with crafted details that echoed the external design, it was a challenge to source the technology required to implement these features without compromising the overall aesthetic. Working with our long-time collaborators, Franchi, we designed and produced antibacterial copper coated ironmongery details including bespoke door handles.

"The projecting bay windows on the workspace levels launch occupants out into the street, giving a cut glass effect from street level like a jewellery box, and offer remarkable views of Westminster Abbey and the surrounding skyline."

"18-20 Greycoat Place is the next step along the journey of the practice's relationship with this part of town," Henry Squire, Partner at Squire & Partners, says of the scheme.

"Drawing on the historic buildings in the area and the listed Artillery Mansions, the building employs a red sandstone in single block columns that gently scallop as they rise. This effect softens the visual appearance of the building, whilst maintaining a solid structural expression.

"Bay windows are employed to launch the occupants out into the street, and to give a cut glass effect from street level. The rhythm changes at the penultimate floor where the use changes to residential, and the final set back floor echoes the expressive roofscape of the local context."

"The client is absolutely delighted with what Squire & Partners, along with our consultant team, have designed," Jeremy Titchen, Director at Rockhopper Real Estate and the development manager here, adds. "Such care has been taken to create a multi-use building that not only fits into the context but also stands out. Bristling with technical innovation, exemplary design and workmanship, 18-20 Greycoat Place stands shoulder to shoulder with the very best in London and is something of which the team are very proud."

Francis House is the new London HQ of comms giant Edelman. Designed by Gensler to showcase the next iteration of work, it focuses on experience and trust

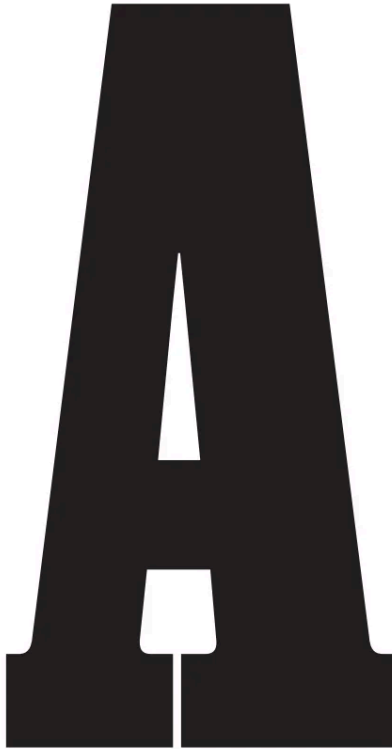
Brains trust





PHOTOGRAPHY BY VIGO JANSSONS / GENSLER





t the heart of the seemingly never-ending debate about remote work and so-called return to office mandates is the big question of trust. And that's not just a matter of how much employers trust people to work remotely, but also how much people trust their employers to make the right decisions about the workplace to optimise their experience of work.

One firm that has a particular interest in the whole issue of trust is global communications giant, Edelman. The firm publishes its annual Trust Barometer report which explores how much we trust each other, our institutions, employers, societies, governments and technology. In short, it has an awful lot to show us about the forces that shape, drive and sometimes polarise us.

For example, the latest edition published earlier this month claims to expose a rift on the subjects of AI and innovation. Respondents, by nearly a two-to-one margin, feel innovation is being poorly managed. This is true across age groups, income levels, and gender, and in both developed and developing countries people are more likely to say innovation is

"From the moment we walked into the empty warehouse building, we knew it was the perfect blank canvas..."

poorly managed than well managed. Innovations have also become politicised, especially in Western democracies where right leaning individuals are far more likely than those on the left to reject them.

"Innovation is accelerating and should be a growth enabler, but it will be stymied if business doesn't pay as much attention to acceptance as it does research and development," said Richard Edelman, CEO of Edelman. "More than two-thirds of



The impressive space has been designed to attract a cross spectrum of potential business types and brands, from professional services through to finance, legal and tech

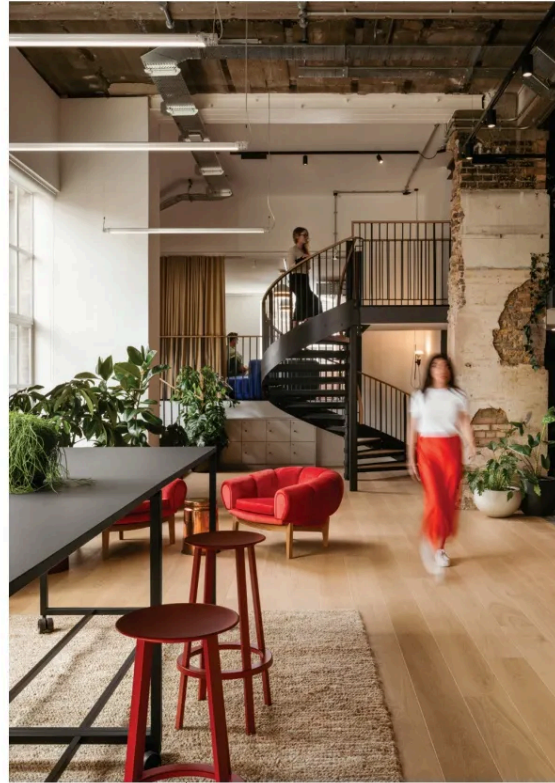
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our respondents who say innovation is poorly managed believe society is changing too quickly and not in ways that benefit 'people like me' (69%). The mass-class divide, the huge imbalance in trust between business and government and the 'infodemic' have been the forces behind the decline in trust and polarisation. Fear of innovation has now become the fourth log on the populism fire."

According to the report, business has the best opportunity to reverse this trend simply because it is the most trusted institution, both in general and when it comes to introducing new innovations into society. Nearly two thirds of respondents expect CEOs to manage changes occurring in society, not just those occurring in their business, and around 8 in 10 employees say it's important for their CEO to speak publicly about job skills of the future, the ethical use of technology and automation's impact on jobs.

Edelman has also been presented with an opportunity to explore how these forces shape working culture in the design of its new London headquarters. The firm has partnered with Gensler to envision and design

"We worked with Gensler to create an environment that truly fosters collaboration and creativity."

a next-gen workplace for its new London office, as part of a broader reimagining of its office spaces across the globe. Francis House is designed to support and attract Edelman's creative talent and establishes a new paradigm for engagement with clients. Utilising a warehouse from the 1900s, Gensler designed Francis House to be a creative space that sets Edelman apart from its competition and ushers in the next evolution of the firm.

"From the moment we walked into the empty warehouse building, we

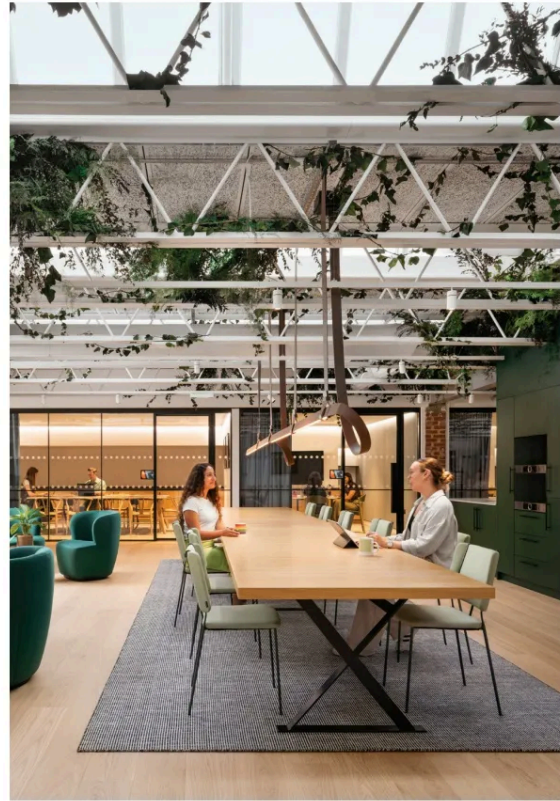
knew it was the perfect blank canvas to bring to life the vision we had for a post-pandemic workplace. We wanted to create a space of various zones and ambiances to reflect the full breadth of needs of our employees and clients," said Ruth Warder, CEO Edelman UK & Ireland & Brand Chair EMEA. "We worked with Gensler to create an environment that truly fosters collaboration and creativity. Its flexibility allows us to embrace the diversity of work and thinking we have, and want more of, within our agency. From attic bars to expandable boardrooms, we believe that this is a space that's truly inclusive of the broad spectrum of work and culture we have at Edelman."

The new London headquarters is centred around the intersection of experience and co-creation. Located just a few doors down from Edelman UK's previous office, Francis House presented a unique opportunity to reimagine a space that offered inherent character, but also the freedom to customise and positively impact the firm's carbon footprint. The adaptive reuse of the original building uncovers and celebrates the structure's nuances while embracing functional

Opposite page:
A series of new staircases and mezzanines encourage serendipitous meetings

Below: The space contains dedicated yet flexible floors that serve a multitude of workstyles

Right: Francis House offers Edelman's employees a myriad of places for both solo and group working



additions to the floorplate. Gensler's design team expanded the 35,000 sq ft building by 10,000 sq ft through the addition of five new mezzanines and five new staircases that aid building circulation and offer more spaces for collaboration, meetings, and hybrid coworking hideouts.

In line with both Edelman's and Gensler's long-term sustainability goals and emissions reduction targets, the new hub incorporated 15% of the building's existing heritage and has been fitted with newer furniture from the firm's previous workplace as well as 10% reupholstered vintage furniture. Inspired by Edelman's core principles of excellence, curiosity, courage, and positive impact, Francis House creates macro-zones across floors that suit the needs of employees, but also clients.

Spanning five floors, the space includes eight mezzanines, double height ceilings, and a spiral staircase that serves to encourage organic connections across different levels. Gensler has also incorporated over 700 seats with 24 different seating typologies, spread across the interior.

Carlos Posada, Workplace Leader, Principal at Gensler, said: "We are

"Francis House is the destination that embodies all the attributes of a workplace of the future."

delighted to have partnered with Edelman to co-create their new London headquarters. As creative companies worldwide seek to redefine the purpose of their offices, Francis House is the destination that embodies all the attributes of a workplace of the future – ushering in a new era, which brings employees and clients together in a collaborative and sustainable environment that celebrates individuality and culture-building."

Intended as a homebase that can serve a multitude of workstyles and event formats, the space contains

dedicated, yet flexible floors that encourage serendipitous encounters as well as the cultivation of a shared purpose. The new London office exemplifies the trend of crafting experience for a new era of meaning and belonging in the workplace. Francis House caters to the hybrid work revolution and presents a modern solution to this shift by providing flexibility for Edelman UK's 700+ employees.

The multi-modal workplace is fitted with high and low energy zones designed to match and amplify employee energy. Areas for introversion and extroversion (12 different zones in total) cater to the diverse needs of the workplace – such as a high energy games room, and a myriad of places for both group and solo working.

Alongside its commitment to its employees, Edelman's clients also sit at the core of its business. Francis House encourages new ways for the firm to ideate and entertain their impressive roster of innovative clients. Throughout the space, an entire floor is dedicated to client relations, where clients can work for the day, alone or with their Edelman teams.