

UP TO FACTORY OVERCLOCKED.

Night Moves: The

Ministry Of Sound Goes Into Workspace

UNICEF USAVoice:

Children Is Harmful

Marshall MID ANC

Headphones With

Brick-And-Mortar

Look At Who's

Retail Isn't Dead: Just

Moving Into Toys 'R'

New Paper Reveals Massive Bitcoin

Grads of LifeVoice: How One Community College Is Making Partnerships With Business Work

Insurers To Trump: Suspending Payments

Patients' Roils Market

For 'High-Need

Following Your

Passion' Is Dead -Here's What To Replace It With

Backing

Review: Good

Sounding

Mediocre Active Noise Cancellation

in Active on Linkedin

Us's Empty Stores

Active on Twitter

Active on Facebook

in Active on LinkedIn

Why Detaining

YOUR READING LIST



JUL 6, 2018 @ 02:00 AM 631 @ The Little Black Book of Billionaire Secrets

Ad closed by Google

Report this ad

Why this ad? ▷

Night Moves: The Ministry Of Sound Goes Into Workspace



TWEET THIS

"We have turned down businesses - for instance, in fintech, politics and so on because they don't fit into our category and will change the nature of our building", Presencer says. "It's the same as picking the queue on the nightclub door."



What do people running nightclubs do when they reach middle age? For Lohan Presencer, the executive chairman of Ministry of Sound, the enfant terrible of British nightclubs in the 1990s, the answer is: you do a nightclub for grownups. Only this time, it's at work in the daytime.

On July 11, the Ministry of Sound is opening its first shared workspace for those in the creative, music and entertainment and technology industries. The Ministry, at 79 Borough Road in Elephant and Castle is very grown up. There will be a yoga class every day and 30% of the ingredients used in the restaurant and bars are vegan. As Presencer himself says, "It's ironic for the party people of the 90s."

Founded by James Palumbo, The Ministry of Sound's first nightclub opened in a former car park in Elephant and Castle in 1991. The company expanded into new fields such as live events and brand partnership. When Ministry of Sound's recording arm was sold to Sony Music in 2016, it was the second biggest independent record label in the world and had sold 70m albums. The idea to go from nightclubs to workspaces has evolved gradually.

"Many years ago when people walked into the warehouse offices attached to our nightclub - with music in the background, young people walking around, they liked it," Presencer says. "We hadn't thought about it - we had fun, were engaged, we employed the right people."

Gradually, the idea of running a different type of workspace took hold. Flexible workspace is a fast-growing market, particularly in the U.K. According to Cushman Wakefield, across Central London, flexible workplace providers took more than a fifth of office space last year. A total of 2.5 million sq ft of space was let in 2017, tripling the previous year's volumes. This represented 21.1% of all Central London take up, compared to 8.5% in 2016.

So Presencer and his team set off to travel the world. They came back not altogether impressed with what they had seen. "We'd all seen shared workplaces, but other than those on the West Coast of the U.S., they seemed bland," he recalls. "We'd expected a kind of club, a social network, great workspaces with all the amenities you want. Why should you have to work for an international technology company to have access to those kinds of facilities?"

The result has been something a little different. There is no flashy sign outside the former Victorian warehouse, just a discreet plaque saying The Ministry and the number 79. A 70-foot bar spans the entire ground floor; outside is a year-round outdoor courtyard serving coffee and drinks to members and guests. Unlike most shared workspaces, it also has a cinema, restaurant, and sound production suite.

The 55,000 square feet warehouse has been transformed by architects Squire & Partners into an 800 desk workspace with Italian furniture, parquet floors and many of its original features. The concept, with distressed paint and old wooden doors, is 'premium raw,' according to Presencer. It has the feel of a club more than an office. But, says Presencer firmly, "Soho House - not for us. We do workspace."

As Presencer himself admits, somewhat ruefully, no expense has been spared. "We've gone to town to make it beautiful. We're not cutting any corners."

Membership will be curated carefully. "We have turned down businesses for instance, in fintech, politics and so on because they don't fit into our category and will change the nature of our building", Presencer says. "It's the same as picking the queue on the nightclub door."

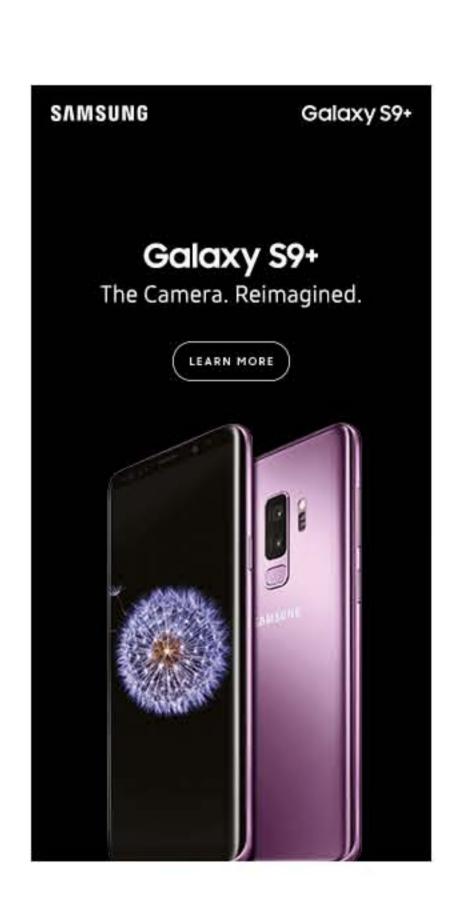
in Active on LinkedIn



Greece's Long Journey Back From The Brink [Infographic]



Nordstrom And Retail's Growing Urgency To Rethink Performance Metrics



Page 1/2

Continue >





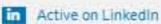
Night Moves: The Ministry Of Sound Goes Into Workspace



UNICEF USAVoice: Why Detaining Children Is Harmful



Marshall MID ANC Review: Good Sounding Headphones With Mediocre Active Noise Cancellation





Retail Isn't Dead: Just Look At Who's Moving Into Toys 'R'



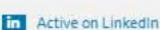
New Paper Reveals Massive Bitcoin Backing



Grads of Life Voice: How One Community College Is Making Partnerships With Business Work



Insurers To Trump: Suspending Payments For 'High-Need Patients' Roils Market





Following Your Passion' Is Dead -Here's What To Replace It With

in Active on LinkedIn



Greece's Long Journey Back From The Brink [Infographic]



Nordstrom And Retail's Growing Urgency To Rethink Performance Metrics

Business / #BigBusiness



JUL 6, 2018 @ 02:00 AM

The Little Black Book of Billionaire Secrets

Night Moves: The Ministry Of Sound Goes Into Workspace











Heather Farmbrough, CONTRIBUTOR I write about business, big and small, in the UK and Scandinavia FULL BIO > Opinions expressed by Forbes Contributors are their own.

Continued from page 1

TWEET THIS

"We have turned down businesses – for instance, in fintech, politics and so on because they don't fit into our category and will change the nature of our building", Presencer says. "It's the same as picking the queue on the nightclub door."



Third-floor workspace at The Ministry

He explains:

"The thing about a nightclub in the first place is that it brings likeminded people together. We wanted that accidental serendipity that occurs when people meet up and ideas are sparked. In the world of entertainment, people love to network".

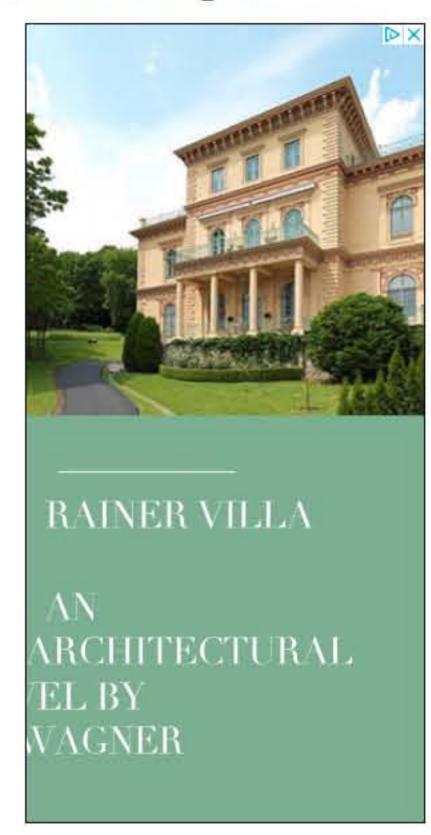
He admits that The Ministry can't force that to happen, but that through an integrated cultural event programme and bringing in good people and creating the right atmosphere, it's going to make it more likely.

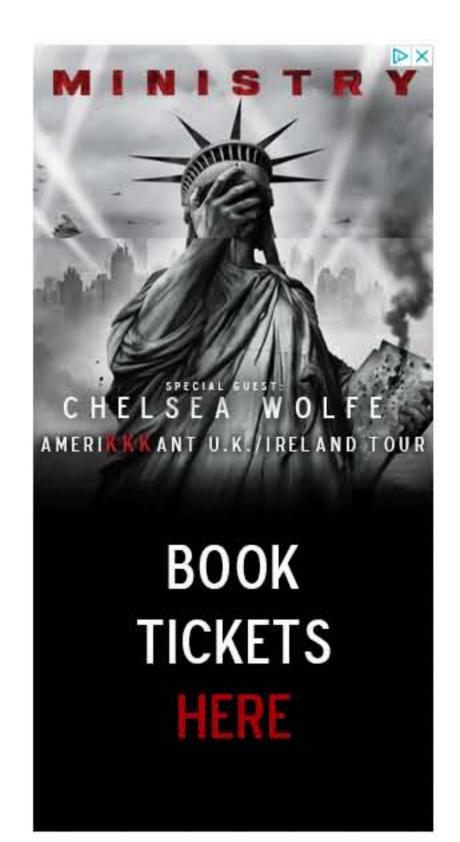
The Ministry won't disclose how much space it has already sublet. It clearly doesn't intend to stop there. Presenter says the next Ministry workspace will be an exciting hub in the city of London. Despite its potential growth, the flexible workspace is competitive and already has a number of big players like We Work. But it is competitive. Why should The Ministry be successful? Presencer argues that The Ministry has run multimedia events and worked in almost every category of the music business (including having its own record label till 2016) and this gives it an edge.

"If all you've done is lease office space, then that's what you know. We're coming it at from a different perspective. You don't see other workspace companies curating their membership."

Anyway, says Presencer, almost as an afterthought, with a touch of the outspokenness and the free-thinking for which he is known, "We love Elephant and Castle, it's our home. We understand the area. We came in 1991 when no-one else would. Why shouldn't Elephant and Castle become a creative city?

No-one ever thought a big club could work in a run-down, unfashionable part of London, either. But it did.





Read more at HeatherFarmbrough.com.