THE MINISTRY OF SOUND LONDON, BY SQUIRE & PARTNERS

Sep 12, 2019 | Spaces

The creators of the electronic music club become the international seal Ministry of Sound commission **Squire & Partner** s to reform an old Victorian printing press in South London to turn it into a collaborative cane, accelerated and very creative space, far from the soulless offices of the City. This is how The Ministry was born.

Ministry of Sound (MoS) is one of the most famous electronic music nightclubs in the world, located in the Elephant & Castle district of South London. It was founded by Jamie Palumbo, Humphrey Waterhouse and DJ Justin Berkmann.

BUSCAR ...

TRANSLATE:

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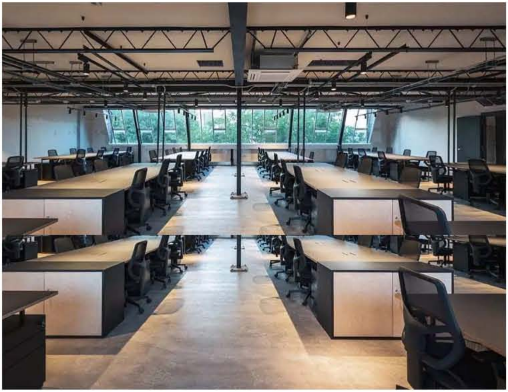
INGRESANDO EL **CÓDIGO DISTRITO-OFICINA** AL MOMENTO DE LA COMPRA.

Since its opening, the MoS brand has extended to a large number of areas internationally: record label, radio and TV channel, electronics. Now it incorporates an exclusive workspace for creative people.



The Ministry is what is called the first social workspace and private club for creative industries, owned by MoS, located in a former Victorian printing press in Southwark. The design concept, developed by Squire & Partners in collaboration with The Ministry, remains true to the origins of the mother brand with raw aesthetic elements that contrast with a premium finish layer. This aesthetic establishes a highly creative and energetic environment that transforms throughout the day and night, with the ability to change its rhythm as the work week progresses and evolves during the seasons.

CLUB OR COWORKING ?

The Ministry space combines the creative, social and networking aspects of a club with a dynamic work environment prepared for more than eight hundred people, involved in sectors such as music, cinema, arts, fashion and technology. The goal is not only to offer a place to do business, but also to provide an environment for a casual and creative lifestyle.

Generous and suggestive areas are projected with a calendar of inspiring events organized for the members of the 'ministry', and social spaces in which the development of ideas and companies between professionals in creative sectors can flourish.

The aesthetic that shapes the company's identity is transmitted to all the senses, using a carefully designed layer of visual stimuli, home scents, sound landscapes for interior and exterior spaces designed by sound architect Tom Middleton that form a variety of environments Audio sensory Together with guest services, a holistic experience is created for residents and visitors.

LIKE A FACTORY

Designs were sought in the antithesis of a nightclub environment: desirable and practical work areas together with a generous social space, which adapt to both morning coffee and lunch meetings, as well as the creation of social networks and events They take place at night.

After a series of informative work sessions with James Palumbo, Lohan Presencer and creative director Simon Moore, Squire & Partners established an aesthetic that fuses the innovative origins of the Ministry of Sound and the factory space with refined elements that include furniture, fabrics, lighting and works of art. The original wooden floors, the untreated textured walls and the black painted steel structure provide a canvas for a carefully recovered layer that defines a series of relaxed reception spaces.

SOCIAL SPACES

A discreet street-level reception sits beneath a series of exposed brick arches and features midnight blue velvet curtains behind a copper-tone desk. The space lacks brands, which generates a certain level of curiosity and allows aesthetics to communicate the fundamental values of The Ministry. The conscious omission of an identity through a traditional logo for the workspace allows the creative community to enjoy freedom for their own businesses, without feeling subordinated to the history or heritage of an imposed brand.

Beyond the entrance, the entire ground floor is designed as a generous social space with areas for eating and drinking, which includes a series of cabins with circular curtains, meeting rooms and apartment-style dining rooms.

The lounge area has a 22-meter-long concrete and copper tube bar, which leads to an urban garden patio with an outside bar and fireplace. The bar and social spaces are designed to easily change their function with different atmospheres, from morning to night. Coffee and pastries for breakfast and dinner with DJs, throughout the week and according to the season. A collection of works of contemporary art, selected by experts Christopher Shake and Charlie Smedley, is periodically renewed to explore new artists and media.

WORK SPACES

Generous and light-filled work spaces are provided from the first to the fourth floor, with areas for various types of organizations, from individuals to SMEs and established businesses. The counter is combined with open and closed workspace areas, rooms for informal meetings and dinners, and comfortable seating areas. A series of large rugs feature custom patterns created by Squire & Partners based on original motifs inside the building and the London design duo Eley Kishimoto, which was inspired by the music, energy and heritage of MoS. A series of telephone booths are added for when total privacy is needed. The circulation spaces between the floors reveal original terrazzo stairs in shades of pale green and pink.

The lower level has a virtual reality studio together with a series of projection and soundproofing rooms, a bar and toilets. In the common areas, the emblematic furniture includes upholstered Marshmellow model stools with illustrations by Edward Van Vliet and Tropicalia hanging beds by Patricia Urquiola produced by Moroso, combined with Pajaki (traditional Polish sculptures) handmade with the same polymer rope Intense color, by Karolina Merska, based in London.

TEXT: MARCO BRIONI
JAMES JONES PHOTOGRAPH

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Sé el primero en decir que te gusta.