





Vice Verse

We're in Shoreditch. We like Shoreditch a lot. Not only is it a stone's throw from our link back to the Kingdom of Essex - Liverpool Street - it's also one of those exciting, ever-changing London areas where there is, now, what's the word we're looking for? Balance, maybe.

There's a balance between the old and the young here - buildings, people, classes, cultures, dress codes... There's also a balance between work and play. Offices sit alongside bars - and sometimes they even sit within the same buildings.

On top of this, Shoreditch is cool. Not cool in that trying too hard way either. There's an effortless air to this place.

Speaking of cool, we are on our way to see the new offices of Vice - a magazine and media company who might just be even cooler than us!

Now available in over 20 countries, Vice was first launched as the Voice of Montreal in 1994 with government funding to provide work and a community service. When the editors wanted to break free of their commitments with the original publisher, Alix Laurent, they bought him out and changed the name to Vice, before moving to New York.

Vice's content has shifted from dealing mostly with independent arts and pop cultural matters to covering more serious news topics - and all done with an instantly recognisable Vice slant.



Case Study



to certain points, so when the cows were being milked or if they had a spillage, they could get it away to the drains.

‘This was really our biggest challenge here – along with the partitioning system. The client was very particular about design; a great client to work with, and really knew his stuff. He knew exactly how he wanted the lighting to look, how he wanted the lighting to work, how he wanted the exposed air conditioning system to look. The whole project was client led – and was also constantly changing and evolving. We were still changing things two weeks before the end of the project. I think – on certain projects – that can be really exciting. We love doing projects like this. I think the end result is great.

‘We wanted the office space itself to be quite warm,’ Richard tells us as we move onwards. ‘So we’ve got nice warm timber on the floor, nice warm timber on the desks and we’ve got a certain amount of uplighting, together with downlights. I think it was important to bring these elements to this area as it could be quite cold and cavernous.

‘The concept here was to keep all the guts showing, as it were, to keep all the services exposed. This is a creative space and I think this space fuels Vice’s creativity.

‘The edit suites for VBS are at the back of the space, and, again, they can write and draw on the black walls of the suite. As well as the suites, they also have a viewing room, which is like a small cinema – the floor’s pitched. Again, where we have wall space they wanted it to be plain, simple and white so that they can display their own photography. The only cellular offices are largely glazed – extremely transparent – and are for the top man and the finance department. Everyone else works in open plan – and, if you look, virtually everyone works wirelessly on iBooks. Nice.

‘It’s a mixed space really; it’s a party space in the main area, it’s a workspace and it’s also a display area where they can show off their photography and their magazines.’

So our hunch was correct. Cool it most certainly is. City slick it isn’t. The again, it probably didn’t require Poirot to work that one out ●

▶▶▶▶▶ At this point we are almost forced to turn right as the space first narrows and then opens into the main Vice working zone. This is also where Richard and the team faced the challenge of different and difficult flooring levels. ‘We did have to put

the floor in at a particular level because the original floor was all over the place – it was at so many different levels,’ Richard explains, ‘so here we did have to put in a raised floor, to set it at the highest point. When it was a diary, everything ran down

essential ingredients |

Client • **Vice UK** | Interior Design • **Base Interiors** 020 7487 3222

Furniture Supply • **The Furniture Practice** 020 7549 5454

Systems Furniture • **Sedus** 020 7566 3990

Task Seating • **Orangebox** 020 7837 9922

Decorative Lighting • **Established & Sons** 020 7608 0990

Executive Desking • **Vitra** 020 7608 6200