





## boyes don't cry

'We're very commercially aware. What clients want is a professionally delivered project – not preciousness. At the end of the day the budget is the budget, but we must always produce excellent design!'

The refreshingly uncomplicated views of Jane Boyes, Managing Director of fast growing architects Boyes Rees, go some way to explaining the ethos of the successful Cardiff-based practice.

Director Gary Loo reinforces the point: 'We've got a young, vibrant team, and unlike most Welsh architects we work all over Britain with national clients. We never stop marketing ourselves!'

We're visiting Boyes Rees' impressive new offices at Greyfriars House in the heart of a ▶▶▶▶▶▶



▶▶▶▶ strikingly regenerated Cardiff. Before we look at the now and the future, Jane explains a little about the firm's past. 'The practice has a history stretching back over 40 years, although the buyout I led took place in 1994. At that time we employed 11

staff, though we've grown rapidly to 55 employees now. We recently moved here from a Georgian mansion in Newport where we had been for 10 years. Put it this way, if we had taken the furniture out I reckon the walls would have fallen down!

Seriously though, the old office was no longer functionally appropriate – we had to have client meetings in hotels – and certainly did not reflect the Boyes Rees brand.

'This is a company that's growing, and the new Cardiff base is an important factor in recruiting high quality design professionals. Beyond that, it's a physical embodiment of the brand and what we stand for. We're attracting staff at all levels, including three new directors – one of whom has come from a major competitor. It's about attitude and giving our people free reign and having confidence in their abilities.'

Gary takes up the story and enthusiastically explains the plans for growth. 'A major part of our thinking has been looking at growth strategies. We've looked for example at new additional offices, including London.

'More importantly however is that we know our clients want a rounded, integrated service. We're already strong in urban regeneration, and we see plenty of ▶▶▶▶▶▶





▶▶▶▶ opportunities there with EU projects and local authority work. Other key sectors for future expansion include healthcare, interior design, leisure and hospitality, student accommodation and social housing. We've also already invested heavily in

developing our capabilities in the field of sustainable design.'

'The practice has come a long way in recent years,' comments Jane, 'and the success we have experienced has led us to be ambitious for the future. The market in

South Wales is buoyant with Cardiff, Newport and Swansea all setting out bold visions for growth which will have significant implications in both the regeneration of existing infrastructure and the provision of new and existing buildings. We've already got a wide portfolio of public and private clients, so our plan is to grow to about 80 staff within five years.'

The new Cardiff office is more than merely well laid out to support functional needs. The interior design is practical (definitely not the abhorred 'precious') and clearly makes a statement about the practice's approach and attitude.

Angharad Pocock, who leads the interior design team, guides us around the bright and spacious offices. 'Essentially, the design is about communication, and about knowledge sharing. Although teams, such as healthcare for example, are in groups, the design encourages interaction and mutual support. There are many meetings here with plenty of clients visiting – we sometimes wonder how we managed before in the old place, which was a bit like a rabbit warren! We've designed the office to include a lot of transparency, it's as open as possible. For ▶▶▶▶▶▶





▶▶▶▶example the directors' offices feature fully glazed partitioning, and they're the first spaces you see after leaving the reception area. It's about creating a strong impression of creativity and energy – it makes you want to know what's going on, whether you are a member of staff or a visitor. I think not having the bosses hidden away is a key element of the whole scheme.

'There's also a wow factor in the colours. The fuchsia pink of the Boyes Rees logo is reflected in accents and splashes, with, for example, the Pearson Lloyd designed Allermuir sofa upholstered in bright orange. I've noticed that some of our staff have even picked up in the colours in the way they dress!

'We've tried to make the office design a really good example of what we're about. It looks great, with quality. It looks expensive, but it's designed to a budget, with good furniture that's not over priced.'

Our tour of the office revealed the specification to be exactly as Angharad described. Boyes Rees is all about 'delivering fantastic design', yet focusing on what clients want. The practice's innovative, youthful and high quality credo is there in spades, it's real design, and as marketing

manager Sophie Watkins points out, 'Boyes Rees is raising its profile, developing the brand and explaining what the brand means'.

Workstations throughout the space by Jot Design, teamed with Flexiform storage, offer a sleek uncluttered approach to the team areas. There's plenty of room to accommodate future growth plans, but the main working areas, particularly the drawing office, offer an airy welcome ambience. Attractive breakout seating and ergonomic task chairs from Connection are absolutely spot on choices, while Frezza's impressive conference room and executive furniture offer the right level appropriate design flair in the more client facing areas. Surfaces throughout are imaginatively sourced with InterfaceFLOR's Equilibrium, Oblique and Chenille Warp, providing a high quality feel underfoot, as well as subtly underscoring the colour palette.

This is a confident company with a strong track record, and one that knows it's going places. Built on unfussy, practical yet quality infused design principles, Boyes Rees is an architectural practice to be reckoned with. Not parochial, but with a strong sense of its roots, the firm

understands its own brand values, and without any question uses the design of its own office to show what it's made of. And Boyes Rees is made of good stuff●

## essential ingredients

Client:	• Boyes Rees
Design & Planning:	• Boyes Rees 029 2055 8900
Systems Furniture:	• Jot Design 020 7226 9955
Storage:	• Flexiform 020 7226 9955
Seating:	• Connection 01484 600100
Conference Room & Executive Furniture:	• Frezza 020 7539 3451
Carpets:	• InterfaceFLOR 08705 304030
Soft Seating:	• Allermuir 01254 682421