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Key to this success, we are told by Peter Sargent the Group Construction Director, is the quality of long-term relationship it develops with its clients. And from what we're about to learn, it is not just the relationships with their customers they value.

Chris tells us that the project started back in the summer of 2005. At that time, Chris was discussing ways of collaborating with an old acquaintance, Steve Blake, who

runs Designed System Interiors, specialising in office interiors and who had an embryonic relationship with the Prime organisation. Prime was looking to make best use of its existing 'traditional' offices (for traditional read old and archaic!) and had approached DSI for some advice. DSI in turn approached 20:20 in order to pool skill sets – and the collaboration was born.

The initial project was to revamp the existing reception area along with the waiting and meeting rooms. It was Prime's intention to use the exercise as a pilot for a future move which would eventually manifest itself as its new headquarters.

The brief was to improve the appearance and use of the existing space whilst introducing a more modern working environment through space planning, design, colour, finishes and product. As the project developed, it became more and more evident that, due to Prime's success and continued growth, a full office move ▶▶▶▶▶





takeoff



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▶▶▶▶▶ The first of these was Central Services and, rather than tuck this area away into a corner, it is placed at the heart of the operation allowing all departments easy access. Closest to the main entrance, a visitors' informal chat and reception area was created, whilst at the opposite end of the open plan area a staff discussion area was formed around a large oval waist high layout table – perfect for project related conversations.

What catches the eye with these central areas is their circular design. Each feature has curved walls, finished in bright solid colour laminates on the outside with contrasting vinyl on the inner, which also provides an abundance of inbuilt central storage and wardrobe space. The vibrant colour scheme illuminates and brings to life this central area and the hanging 'doughnut' lighting features above are perfectly reflected in the contrasting circular carpet design directly below. The way their circular form counters the rectilinear lines of the open plan workstations, which strikingly 'snake' through the offices in their departmental clusters, based as they are around a 120° 20:20 designed worksurface

and Senator's Intrigue system, works impressively.

We had already begun to understand the close but fluid relationship between Prime and its project team and so it was no surprise for us to learn that as the first floor project progressed the team's brief was extended to incorporate half of the ground floor and the reception.

An architectural firm and tenant of Prime, Pantan Sargent, occupies half of the floor with serviced meeting rooms and reception comprising the remainder. The ground floor meeting rooms needed to be in the same style of the first floor meeting rooms and, in fact, absorbed most of the new product specified for the pilot, whilst the reception area was developed by 20:20 from a sketch provided by Tom Marlow of Pantan Sargent and makes best use of the dead void beneath the stairs.

What is most notable about this project is the amount of thought and planning that has gone into getting a 60-person office spot on. Every element has been thoroughly thought through and you can see the benefit of investing time, not only in the research and implementation, but also in the

value of long term working relationships – but then, correct me if I'm wrong, isn't that where we came in?

So that's us off and away leaving as we do with one final thought – why on earth couldn't Hicky take his county averages and form into the Test arena? ●

essential ingredients

- Client: • Prime Plc
- Interior Design & Project Management: • 20:20 Interiors
01908 516320
- Design Support & Project Management: • Designed Systems Interiors
01527 870172
- Systems Furniture: • Senator
01282 725000
- Specialist Joinery: • Lyndon Jeremiah
01926 885858
- Carpets: • Burofloor
01761 473050
- Partitioning: • Simmons Contract Interiors
0121 433 3939