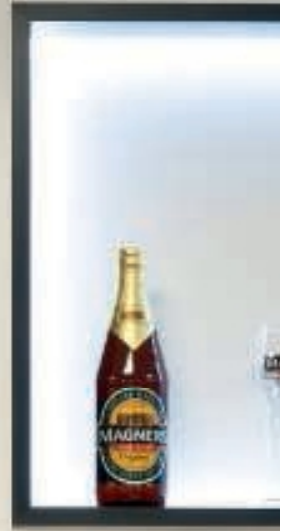
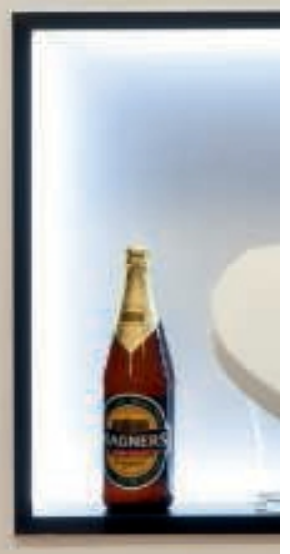


Cider House Rules



It's been a while since we last took a stroll through Leicester Square. That's not because we don't like the buzzy, hub of London's West End. It's simply because, as anyone who knows the square can confirm, there's not a plethora of office buildings here.



Case Study

The square is of course dominated by theatres and cinemas – although there is one absolute exception: The Communications Building.

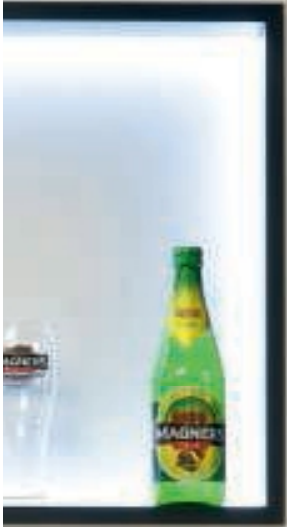
Unsurprisingly then, this multi-tenanted, imposing building is our destination today – although we might not rule out the possibility of enjoying a drink or a movie on the square once our work is done.

Mmm, drink. Don't worry dear readers, we're not losing focus here. Drink, for today at least, is very much our business. We're in Leicester Square to take a look at the new sparkling 4,400 sq ft London office of Magners.

Magners is part of the C&C Group plc – a leading manufacturer, marketer and distributor of branded beverages in Ireland and the UK. The Group was keen to have a London presence, and decided upon this important move to the heart of the West End.

Magners GB's brief was to create a client facing office which would promote for their products and marketing material. The display areas had to be adaptable so the client could change them as their product and marketing campaigns evolved.

To find out more about the space and the thinking behind it, we're lucky enough to be able to talk with lead designer Lauren Daw from Area Sq and Magners MD Gordon Johncox. We begin by asking Gordon about the origins of the project. 'The company – Magners GB – is effectively a new business. It >>>>>



Case Study



immersing you in the brand as soon as you walk in.

‘We did have to deal with a number of practicalities here,’ Lauren continues, ‘whilst retaining maximum glazing, it was important to consider sound-proofing by introducing solid doors, for example. They were quite specific about what meeting facilities they wanted, including the Audio Visual equipment in all three of the formal meeting rooms.’

‘My favourite part of the project is the central area created as a breakout/client events/staff events area. It contains a specifically designed mock bar – the first of its kind to be designed – which was influenced by intricate details from the Magners’ branding, with beer taps, working display fridges, display wall, staff tea point and breakout furniture. This multifunctional space was essentially planned as the hub of the office; it breaks down the barrier between the client and staff spaces by bringing clients into the working mechanics of the business. It is also a fantastic social place for staff to meet.’

This is a fantastic place to ‘work’. Featuring brilliant corporate branding, of course, the facility can indeed be used for any number of functions, meetings, events, or quite simply as a smarter-than-your-average breakout zone.

‘The open plan space is as practical as it needs to be,’ Lauren admits. ‘I worked closely with Sketch Studios in terms of the look, feel and the budget. We wanted it to look modern, minimal and sleek – and we’ve left plenty of white walls for them to continue to add their branding as and when they want and need to.’

This is a young brand, with a young team – and everyone is in open plan, with constant communication and interaction clearly coming naturally to everyone. There are no cellular offices here and no screens to divide and separate. We like that.

Lauren also worked closely with the Magners branding team to create the right look and feel throughout the vibrant space – and it shows. There’s a great buzz to the space – and no little fizz either. Cheers ●

▶▶▶ that in – and spaces to show their brand and their products.

‘It was important to give them a blank canvas that they are able to change for their marketing campaigns – after all, this is a marketing organisation. We designed the display areas to be interchangeable with a minimal look, whilst introducing hints of cleverly selected colours to enhance the current marketing campaign for all of their products.’

The brand colours are highlighted throughout these spaces. ‘We’ve even taken this into the furniture; they have a hint of red in the brand, so we’ve brought that hint of red into the sofas at the entrance,’ Lauren points out.

The front of house feature wall – The Orchard – displays the Magners image that we are all too familiar with, whilst the glazed meeting room frontages opposite show oversized ice cubes, all participating in

essential ingredients

Client • **Magners** | Design • **Area Sq** 020 7647 5200

Partition & Ceiling Construction • **JH Interiors Ltd** | Electrical Contractor • **ETL** | HVAC Contractor • **MDE** | Flooring Contractor • **Drummond**

Furniture Supply • **Sketch Studios** 020 7647 5255

Systems Furniture • **Claremont Office Interiors** 01224 245400

Task Seating • **Claremont** 01224 245400 **Techo** 020 7430 2882

Flooring • **InterfaceFLOR** 08705 304030

Storage • **Triumph** 020 7549 4860

Meeting Tables • **Orangebox** 020 7837 9922

Breakout Seating • **Connection** 020 7253 9877 **Komac** 01384 481396