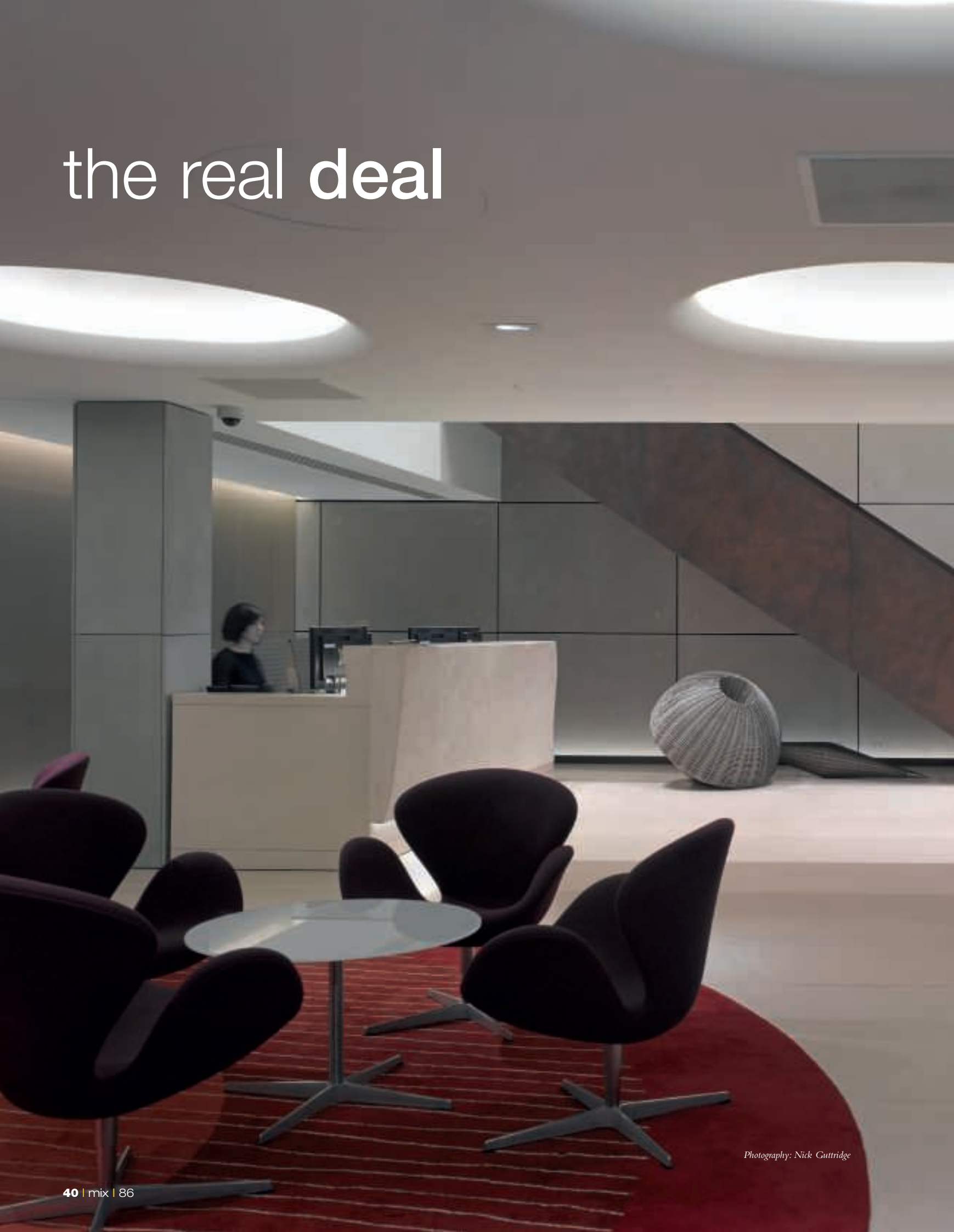
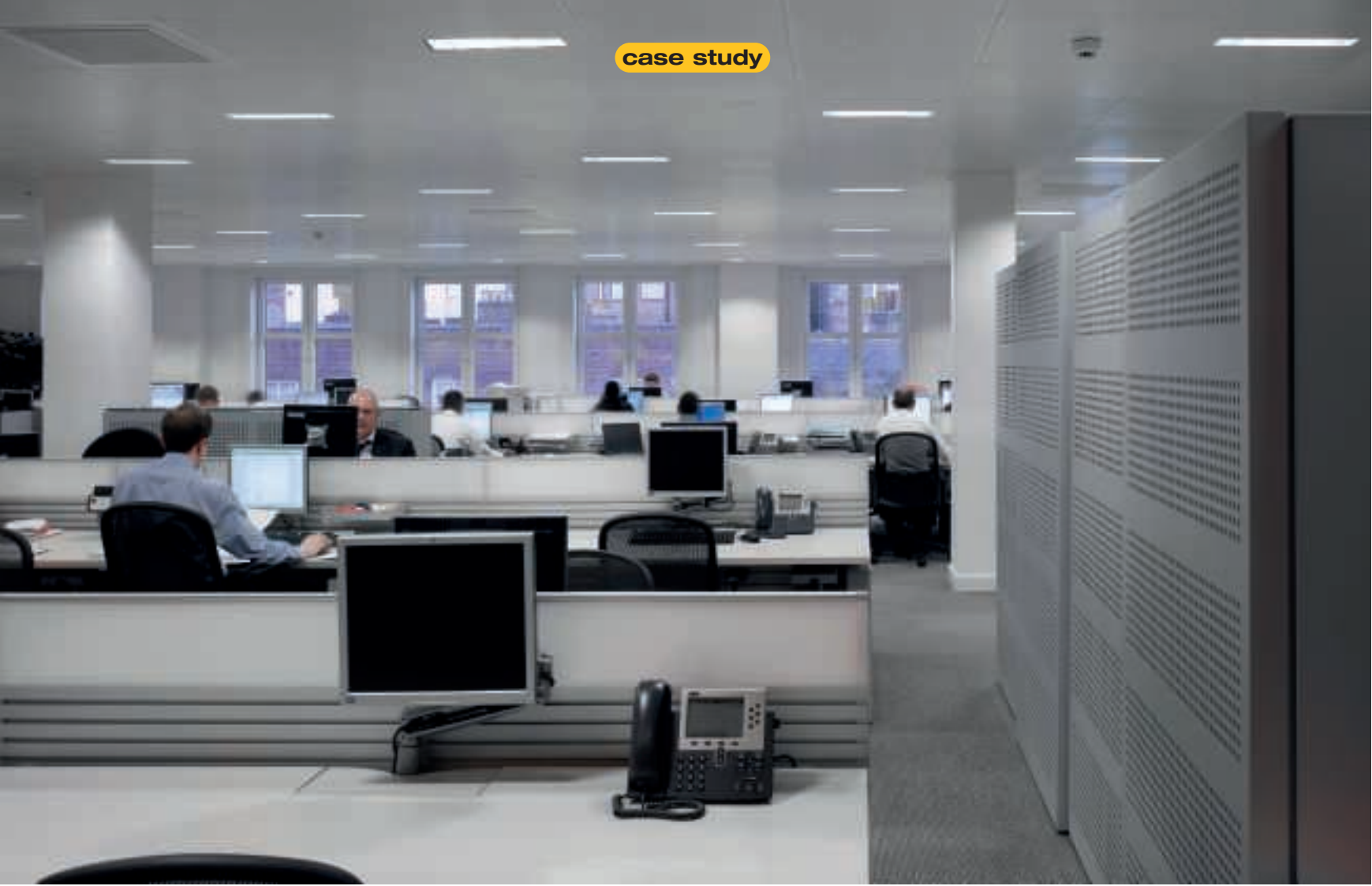


the real deal



Photography: Nick Guttridge



▶▶▶▶previous head office, Dudley House on Park Lane, was truly palatial. Grade II listed, the building was a combination of regal and formal public rooms, and a warren of small offices, nooks and crannies – overall an environment not conducive to business growth. The front entrance and reception area attracted passers-by who would often come in asking for room availability thinking it was another Park Lane hotel! Whilst we all look back with fondness at

the grandeur of the old building, the reality is that it no longer served our purposes. Essentially, we'd out-grown it and it didn't reflect what Hammerson stood for, something we wanted to address with the move to the new building on Grosvenor Street.'

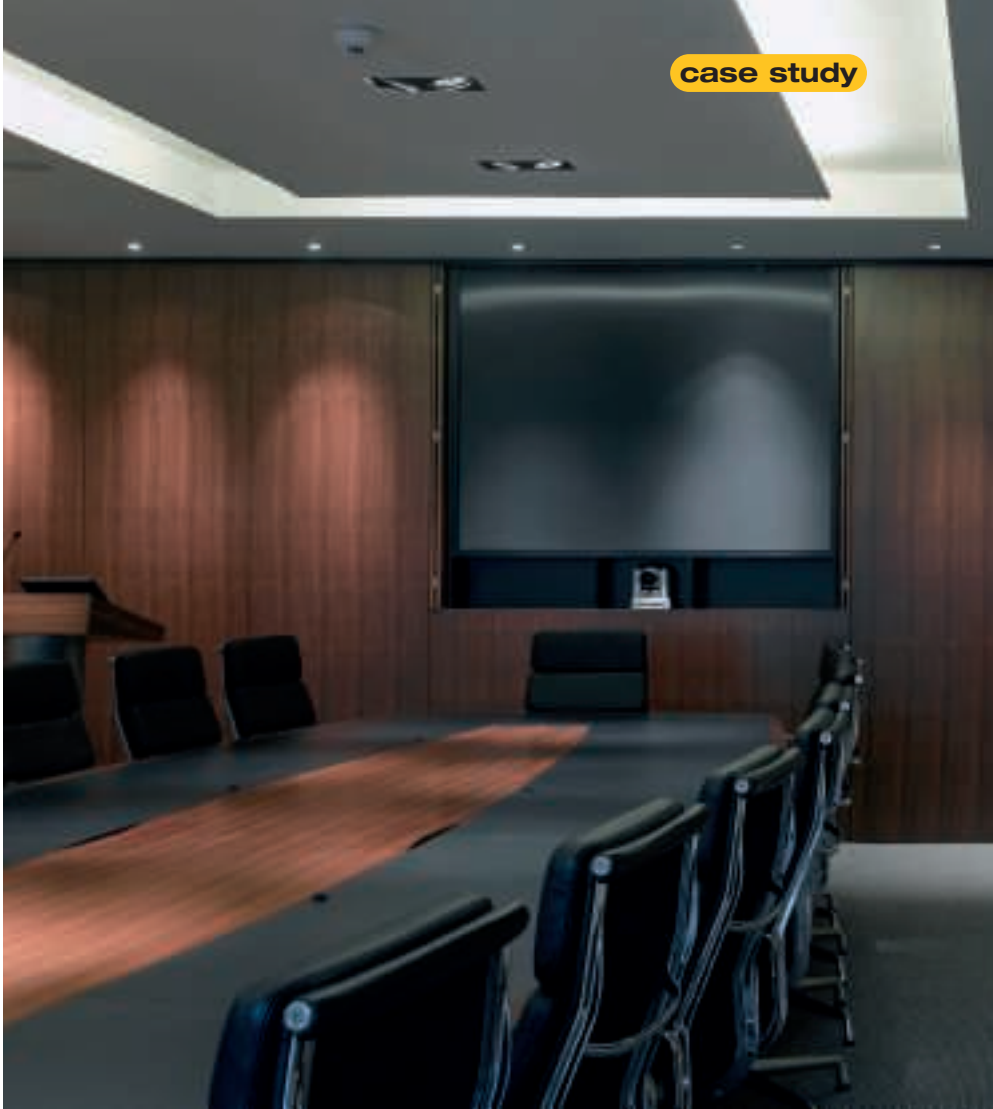
And what of the design? The winners of a design competition, architects Stiff + Trevillion were selected to work with Hammerson because their proposal was

shaped by a desire to reinterpret the impact and grand scale of the Dudley House public areas whilst dramatically improving the working environment for the building's users.

There were two distinct parts to the plan – the foyer, meeting and presentation spaces, and the office floors. Rather than separating these uses, their proposal sought to encourage a transparency between them. It was felt important that visitors to the building should see it in operation, and not just visit a suite of corporate meeting rooms. It was also hugely important to create the right environment for the wide-ranging visitors and client base.

Moving around the space at Grosvenor Street the reception area, meeting rooms, board room, exhibition area, and presentation spaces are articulated by a combination of lighting and surface creating an atmosphere that was influenced more by hotel and restaurant design than corporate office interiors. Materials were selected deliberately to reflect Hammerson's business so the components of large scale construction – concrete, glass, steel and stone – are presented on a grand scale as interior finishes. More conventional interior▶▶▶▶





flexible and the project team clearly had a big influence on how the conference furniture was going to work with stackable and moveable tables, yet with cleverly integrated IT elements. Denise elaborates for us. ‘The work that Dovetail and Stiff + Trevillion have done is excellent, and we’re

very pleased with the overall aesthetic. The practical creativity of the fit-out and the furniture has allowed us to be continuously flexible with the space – this flexibility was a critical factor for us.’

Whilst not part of the design brief, part of the endearing quality of the overall

impact of the building is the courageous use of art works. Permanent and bespoke sculptures have been commissioned but in addition to this there are some stunning canvases throughout the space. Initially an art curation company was employed to change the works on a regular basis, but with the appointment of a receptionist, who is a talented artist in her spare time, the procurement of art for the building moved in-house. The flexibility of the building and the spaciousness of the main building’s reception area (Hammerson isn’t the only occupier) allows the company to host art shows, exhibitions and private receptions on a regular basis.

Even a contingency from the London Philharmonic Orchestra has played there and when you see the space you realise that it couldn’t be more perfect for these types of events.

What we really like about this interior is that it’s intimate, but it’s not claustrophobic. The sense of proportion, diverse industrial materials, colour schemes and some of the eye-teasing sight lines means that you feel far removed from some of the bland and unfortunately all too generic head office buildings that now exist.

But a building is a building, what about the people? As John Richards, CEO of Hammerson recently commented: ‘There has been an immediate benefit in efficiency in the way groups work together, and there has been another noticeable but less tangible benefit from the move – there’s an indefinable reinvigoration of the business.’ Job done then ●

essential ingredients

Client:	• Hammerson
Architect:	• Stiff + Trevillion 020 8960 5550
Furniture Supply:	• Dovetail 020 7868 9000
Systems Furniture:	• Knoll International 020 7236 6655
Seating:	• Knoll International 020 7236 6655
Meeting Room Furniture:	• OPM 020 8316 6080
Conference Room Furniture:	• OPM 020 8316 6080
Monitor Arms:	• DPG/FormFittings 020 7251 7080