

'mark of quality



Photography: [www.philipjamesphotographer.com](http://www.philipjamesphotographer.com)

case study



Landmark Plc is a leading provider of premium rated serviced offices in classical buildings with a contemporary edge. Situated in the heart of the City of London, Landmark's prime locations offer flexible terms in prestigious surroundings and provide executive conference suites, meeting rooms, training facilities and virtual offices.

Unrivalled professional corporate services are provided including in-house IT support, gourmet hospitality and a professional team highly trained to offer bespoke office support and solutions.

Considered by many to be the best 'boutique operator' in the business centre industry, the company believes in creating office environments for the 21st century with stunning contemporary art set within beautiful Grade II listed buildings. Until now, that is.

Not that Landmark's latest serviced office development is any less stunning, contemporary or prestigious than its predecessors – it's just that, for the first time, the organisation has now veered away from its listed building 'policy'.





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»»»» which, by the building's very location, means financial services, bankers, insurance etc – suits. We also wanted to try to incorporate a contemporary art collection at the same time, and showcase the graduate work that we buy through our connection to the Wimbledon College of Art.

'Essentially, serviced offices can be quite dry, and we've intentionally placed ourselves somewhere else entirely. Someone said to me recently: 'David, you're running a lifestyle business,' – and it was said in a derogatory manner, as if I should be ashamed of that. Since when has the term 'lifestyle' been negative?'

We think David is spot on. What he and the Landmark team are doing here is offering a business lifestyle, pre-assembled, if you like. This is an aspirational environment – a space that can elevate or reinforce a tenant's brand.

Furthermore, there are not a series of closed doors and small, hidden offices here. Instead we find large open public areas, with that boutique feel running through from reception to the coffee bar and on to the meeting room suite and boardroom. The style and standard of facility is uniform throughout these zones – and we mean that in a very good way – with visual interest added through an eclectic range of artworks, antiques, objects and, in the case of the boardroom, even some of David's own quirky yet wonderful memorabilia.

The working spaces themselves are kept to a near blank canvas in comparison. It goes without saying that the furniture – clean, stylish Techo systems – and facilities



throughout the offices are of the highest standards, yet it is the use of glazing and open sightlines throughout much of this space that really raises eyebrows. The decoration and finishes from the public spaces provide colour, interest and activity beyond. The entire environment is light, bright and spacious. This is a very nice place to do business.

'I feel proud of what we've done here,' David smiles, 'and I think that if I feel proud, then so will our clients. We also have suppliers and manufacturers we have used throughout each of our centres – we have a

great deal of loyalty with those guys and that really helps the process and, I think, the results.

'Magnus also introduced us to a number of new suppliers – such as Hands, who produced the stunning tables in the meeting rooms and boardroom. I think we are now 'getting there' with regards to the people we work with.'

Finally, we come back to the subject of signage – or lack of it. Having taken a tour of the space and spoken with David at length, we now understand. This is not so much a serviced office centre as it is the business home of a number of Landmark's clients. And for all their clients know, the whole space is theirs. We're certainly not going to tell ●



## essential ingredients

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|------------------------------|---|
| Client:                      | • Landmark Plc<br>020 7481 6802<br><a href="http://www.landmarkplc.com">www.landmarkplc.com</a> |
| Design & Planning:           | • M+A London<br>020 7635 6971   |
| Developer:                   | • Hammerson<br>020 7887 1000  |
| Systems Furniture & Storage: | • Techo<br>020 7430 2882  |
| Meeting Room Furniture:      | • Hands<br>020 7490 5722  |
| Boardroom Table:             | • Hands<br>020 7490 5722  |