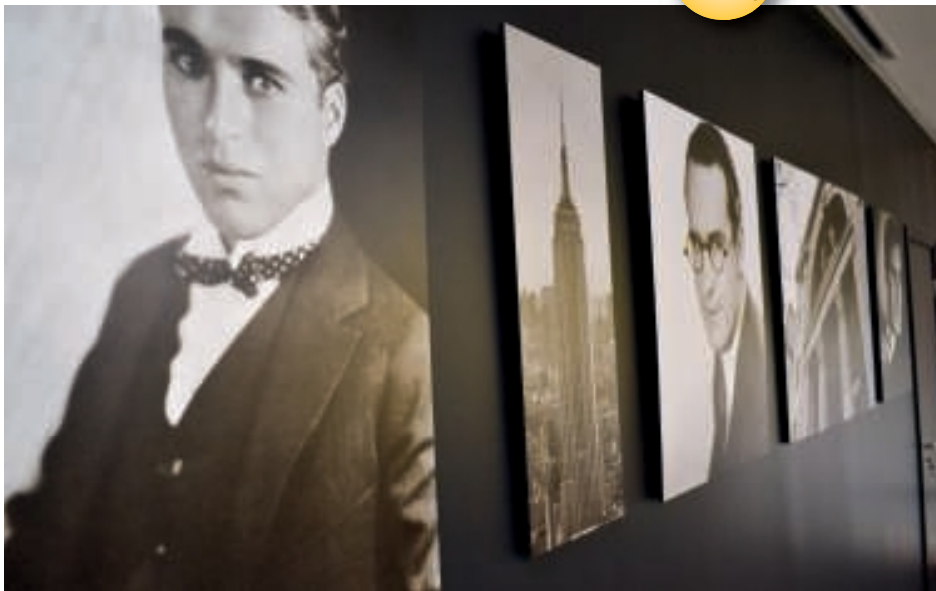








## Case Study



»»» building history and brand values of Dundas & Wilson to create a sophisticated scheme that naturally sits well within the ground floor demise.

‘We wanted it to be sympathetic with the building,’ Paul agrees. ‘We couldn’t make it too stark and contemporary. We paid a great deal of attention to the finishes, and took inspiration, again, from the building. We didn’t want to put people back in time as it were, but were definitely inspired by the 1920s and Art Deco.’

‘It is a nod to the Art Deco movement – no more and no less,’ Billy concurs. ‘At the end of the day this is a new fit-out. What we tried to do was develop a scheme that was classic and contemporary – but was timeless. That was the key to the scheme; it’s timeless.’

‘There are new components here, but it won’t date, I don’t think. The same reasonings came into the choice of the colourways – the blacks and the whites and the brushed steel.’

‘Having worked with Paul before – back in Scotland – certainly helped here. Collaboration is vital. There’s no point in doing anything that doesn’t have an emotional tie to it.’

‘Our relationship is a little bit like Michael Jackson and Quincy Jones,’ Paul grins. ‘Billy comes up with the baby, and it’s down to me to either embrace it or kill it. We do have a great understanding now though, and we don’t take it personally if we don’t agree with one another.’

That will certainly make the next Mix list of great quotes! With our laughter still ringing around the luxurious, demure lounge space, we embark on a quick tour of the new Dundas & Wilson facility.

‘Inevitably there have been some compromises,’ Paul admits, as we look out across reception. ‘We couldn’t push too hard – and upset our reputation by being overly opulent. And this is definitely not that.’

‘One of the criteria was to not be over-indulgent,’ Billy continues. ‘When you look specifically at how this is paced out, a lot of it is front end in terms of the spec.’

‘We are not trying to be any better or any worse than any other firm,’ Paul adds. ‘We are trying to be ourselves. I think this scheme really does our brand justice in terms of our heritage. This is, however, about quality. In terms of the quality of product that we’ve put in here – the carpets, the furniture items, the wallcoverings – these are all individual items that have been brought together to create a brand image.’

The use of classic Eames seating, high quality flooring, lighting and finishes, together with subtle Dundas & Wilson branding throughout the open front of the space, do come together to, as Paul says, create an impressive whole. This is continued through to the aforementioned client lounge and to the peripheral meeting rooms, where beautiful wall finishes and attention to detail nod towards boutique hotel, only for the functional furniture elements and carefully selected state-of-the-art technology to re-establish this as a considered working space.

And now, a little like the scheme itself, we are timeless ●

### essential ingredients | Client • Dundas & Wilson

Design • **N8 Design** [www.n8design.co.uk](http://www.n8design.co.uk) | Furniture Supply • **Tsunami Axis** 020 7636 8222

Furniture • **Herman Miller** 0845 226 7202 / **JCL Workbench** 020 74921890

Carpets • **Milliken** 01942 612777 / **Brintons** 0800 505055

Flooring • **Floor Gres** +39 0536 840111

Classic Seating • **Vitra** 020 7608 6200