



case study

motivating effect on our staff as well as being very well received by our clients.'

The new premises are part of a prominent Georgian building which lines a significant portion of Eversholt Street. Conveniently located just north of Euston, the area is close to both the core of Central London and the exciting vibe of Camden, as well as benefiting from proximity to major transport links.

Inside the impressive building, extremely high ceilings and windows give the space a luminous, airy feel.

Upon entering the reception area, the visitor's eyes are drawn to the striking desk, beautifully crafted from white Corian with inset stainless steel lettering and a colour changing, backlit frontage which reflects LFH's corporate image.

Beside the desk, the main boardroom is located on a plinth one metre above the main floor level. From within this space, there is a broad view over the reception and towards the workspace beyond – additionally, due to the raised floor level, the tall windows in the boardroom appear to be full height, giving great views onto Eversholt Street.

On the other side of the reception space, clearly visible from the boardroom and beckoning excitingly from the entrance, lie impressive angled partitions, finished in pristine white and screening the main



▶▶▶▶▶ The success of the project is very much due to the constant collaboration and cohesive creative process which took place between LFH, Fiducia Interiors and Scott Brownrigg Interior Design. Frequent communication and openness in discussing ideas ensured that all parties' creative input was neither stifled nor allowed to run amok, resulting in a well thought out, coherent scheme which perfectly answers LFH's needs.

We begin by asking Graham Hawkins, Managing Director of LFH, about his search for the perfect partners for the project. 'We considered a number of companies for this project but chose Fiducia Interiors due to their open and

collaborative approach,' Graham tells us. 'They impressed upon us their attention to detail and made us feel that this was a very important project for them to be involved with and that they would give it the according amount of attention.'

'Initially we had a number of ideas of what we wanted and Fiducia – with Scott Brownrigg – then turned those ideas and concepts into a practical scheme. It was a very organic process blending our conceptual ideas with Fiducia's experience and practicality – and of course all done with a good sense of humour and co-operation.'

'We are delighted with the end result which looks fantastic and has had a very

▶▶▶▶ working area. Think benevolent icebergs.

On the inside, the walls are hollow, providing ample storage and creative display space for the design teams that now call this part of the office home.

A large open space with warm walnut vinyl flooring provides a smart breakout zone and is adjacent to the Directors' offices, which are separated by simple glazed screens, portraying an image of approachability and openness. Walking past these offices, a monolithic archway finished in striking pink cuts into the white walls and leads through to further open plan work areas, where LFH prototype production takes place.

Throughout the space, the existing features of the building such as columns and M&E, and the new elements of the fit-out, such as angled partitions and arches, have been cleverly intertwined and strategically lit, creating a highly dynamic environment which fosters creativity and is certain to impress visitors. ▶▶▶▶▶▶▶▶▶▶





▶▶▶▶▶ We move through the space, and on to the real heart of the LFH facility. Scott Brownrigg Interior Designer Cristiano Testi guides us along. ‘The production office space at the rear of the building is accessed



through the striking pink arch, and is visually connected to the reception and breakout spaces via the walnut vinyl flooring strip.

‘State of the art machinery, for prototyping labels and containers, is housed around this space; ample storage is cleverly shoehorned in some of the more awkward spaces inherent to this older building.

‘LFH’s recently rejuvenated brand is addressed in this space by introducing different colours to the desking screens: this injection of colour is complemented by the exciting, colourful work in progress of LFH’s production team, which is dotted around the working environment.’

So, here we have an interior that not only looks fantastic, but also works on a myriad of levels. We also love the story behind the story; the teamwork and open dialogue, the interpretation and the understanding. Scott Brownrigg Interiors Director Pernille Stafford clearly agrees with our assessment. ‘The design focused client imbued the whole project with a sense of creative depth; this affected an open and collaborative approach and informed the scheme. The project was a joy to work

on, including the construction work with Fiducia which moved seamlessly from on site to completion.’

We’ll drink to that. LFH isn’t the only company that specialises in liquid products you know! ●

essential ingredients

Client:	• LFH
Design:	• Scott Brownrigg Interior Design 01483 568686
Main Contractor:	• Fiducia Interiors 020 7751 9966
Project Manager:	• Fiducia Interiors 020 7751 9966
M&E / Main Supplier:	• Fiducia Interiors 020 7751 9966
Systems Furniture:	• FFC 0845 2305 332
Flooring:	• Amtico 024 7686 1400