

Heron Now

We've seen some Landmark buildings in our time - in both senses; we've looked at genuine landmark structures in major cities and towns throughout the UK, and we've also taken a look at buildings occupied by forward-thinking, leading serviced office provider, Landmark.

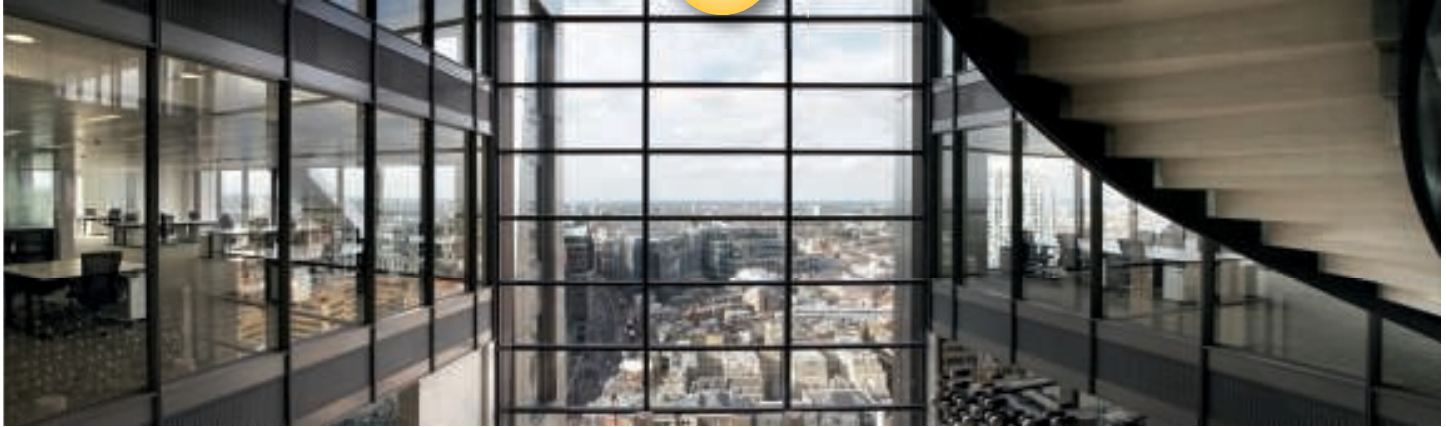
Today, we're getting a 2-for-1 deal – Landmark's latest serviced office development in one of the latest and most impressive additions to the London skyline, Heron Tower.

For those (hopefully) few readers who didn't catch those previous articles, Landmark Plc is a leading provider of premium rated serviced offices in the City of London. Landmark's prime locations offer flexible terms in prestigious surroundings and provide executive boardrooms, meeting rooms, training facilities and virtual offices.

Heron Tower, meanwhile, is a new skyscraper developed by Heron International and designed by Kohn Pederson Fox (KPF). Some 46 Storeys and 230m (755 ft) tall at its highest point, Heron Tower is the tallest building in the City. Its unique concept of providing a series of multi-floor 'villages' and triple height atriums allows clear visual connection between all floorplates. The building comprises approximately 461,000 sq ft (43,000 sq m) office accommodation on 36 floors, housing a world renowned restaurant▶▶▶▶



Case Study



▶▶▶Heron's agents,' Richard recalls. 'We came and had a look, and loved the village concept of having three floors together. It's quite rare for us to see a building where the floorplates will obviously work well and where you've got that amount of space – and a space that's capable of having its own reception area – on a scale like this within a landmark building. We immediately thought we could make this work – and, as I said, that's quite a rare thing.'

'We then had a long series of conversations with Heron to see how far up the tower they'd let us go. We obviously wanted a village as high as we could possibly get.'

'This really did come about at the right time for us. We were starting to have a look around, having completed the fit-out at Old Broad Street. It coincided nicely with us getting to the levels we'd hope to be at in terms of occupancy throughout our other offices. It was a very natural progression for us – it wasn't forced in any way. I think this sector is quite recession resilient – and we've certainly felt that as a business.'

'The Landmark brand is now starting to be recognised, within our sector, at the very top end of the spectrum, and this facility certainly adds a great deal to that perception. I don't think there is anybody doing what we do in the way that we do it. The brand is the key for us, together with finding the right locations – that's why we take out time, that's why we've taken 10 years to get five centres. Every single one of

those centres is profitable though. Every one is in a location that works and in buildings that work for us.'

One of the many clever aspects of the Landmark centres is, ironically – in wake of Richard's wise words – the lack of branding. Coupled with a smart, efficient concierge service, this makes the centres an extremely attractive, impressive offering for both Landmark 'residents' and their visiting



clients. Perception is everything, someone far wiser than us once said. 'The layout of the space and the corridors is very much ours – which Magnus then adopted and worked with,' Richard tells us. 'The introduction of the olive trees and the selection of the artwork, the reception furniture, the chrome balls and the mirrors are all Magnus' architectural additions. They are a key part of that 'wow' factor.'

'Every village comes as Cat A, and we added elements such as the staircase and the

glass balconies. We were quite definite about having a spiral staircase – and I think it really works here.'

The office spaces beyond reception are, essentially, a perfect blank canvas for incoming businesses, featuring muted colour palettes, high quality furniture systems and task seating – and astonishing views over London that, for once, money can buy.

The offices have, of course, been developed to be incredibly flexible. The offices can be configured to fit anything between five and 200 people. Walls and partitions can be put up or taken down without the need to relocate sprinkler heads, speakers etc. This clever grid format allows maximum transformation of the office facilities with minimum cost, time and disruption.

As with all Landmark spaces, the corridors and communal spaces are adorned with a variety of brilliant artwork, which continues as we ascend the spiral staircase up to the 18th floor.

'I think what we've managed to achieve here is a real feeling of openness and breakout space, without compromising on the number of workstations we've got,' Richard smiles, as we admire the space.

As we complete our look around the centre Richard talks enthusiastically about the future for Landmark, and tells us about the possibility of a couple more City centres, a number of major West End developments – and even locations beyond London. Well, as soon as it happens, you know where we are Richard... ●

essential ingredients

Client • **Landmark** | Main Contractor • **Overbury** 020 7307 9000

Project Manager & Consultancy Services • **Gardiner and Theobald** 020 7209 3000

Systems Furniture • **Techo** 020 7430 2882

Boardroom Furniture • **Hands** 0207 490 5722

Carpets • **Milliken** 01942 612 777

Spiral Staircase • **Spiral** 01273 858 341