





# EC Does It

You may recall that, some months back now, we brought you a study of Warnford Court - the first of a series of three extensive refurbishments projects for top-end serviced office provider Esselco. We said at the time that we'd be back - and now we are.

Therefore, this is a story about continuity, yet also contrasts. This is also a story about how to adapt, develop and flourish. Whilst, as we walk through the City of London, we pass many a recognizable brand, complete with roll-out interiors, graphics and products, we're already certain - before even entering the space - that 3 Lloyd's Avenue will not follow in this vain.

The 25,000 sq ft refurbishment covers the seven floors of 3 Lloyd's Avenue. Maintaining continuity with the project already delivered at Warnford Court, just across the City, was of course important to reinforce Esselco's sense of brand identity; however, given the location, close to Fenchurch Street station, the design takes on a separate stance to appeal to a different market of potential occupiers.

Described as edgy and youthful, 3 Lloyd's Avenue clearly presented different challenges and opportunities for the project team - which once again included The Interiors Group and Scott Brownrigg Interior Design. We head over to EC3 to meet with the former's Andy Black and the latter's Pernille >>>>>

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to be equally swift in terms of planning and implementation. ‘They did find the building quickly,’ Andy confirms. ‘What they actually had when they first took the building were tenants on three of the floors. We were initially instructed to get the building to market, in other words to quickly work the available space – which was floors five, four, ground and lower ground. That original programme was October to December. Then the client persuaded the existing tenants to move on a little earlier than expected and we got to roll straight through with three, two and one. Completion was the middle of March. So we basically had two sets of 12 weeks.’

As we already know of Esselco, this was never going to be a basic serviced office space, and facilities such as comfortable exterior spaces – the jewel being a fantastic outdoor terrace – lounge areas and the imaginative and dynamic reception immediately reinforce this fact.

Throughout the refurbished building, the use of dynamic diagonal lines creates a sense of energy – a concept, we understand, which takes its inspiration from the angles of the base build plan layout. This is reinforced through the lighting, which comprises diagonal beams in both vertical and horizontal planes. The clean and minimal design is punctuated by statement interventions, including colourful oversized illuminated floor signs in each of the lift lobbies. Even these gigantic numbers are tilted at a slight angle to work with the diagonal theme.

On each floor, the lift lobby opens up into the shared breakout area for the whole floor. This is a model that Scott Brownrigg developed for Esselco in other locations and has proved popular with occupiers, creating a buzz of activity, promoting interaction and communication between tenants and also engendering a sense of ‘home away from home’ for Lloyd’s Avenue’s new business community.

A huge amount of time, effort – and no little skill – has been employed on three key areas within the building. The first is of course the reception space. Once a gloomy and dated area, visually removed from the exterior due to a frosted glass screen, it is now a light and vibrant entrance environment. A stunning feature AV wall, made from cracked mirror glass, together with the repeated theme of light beams, is clearly visible from the street, creating an eye-catching and statement to passers-by.

The second is the roof terrace; a much-prized external space in the City, which

»»»» Stafford and Cristiano Testi, and we begin by asking what the major drivers for the project were. ‘The main driver here was to maintain the Esselco brand and to make this relevant to the building and relevant to the area,’ Cristiano replies. ‘We’re still in a late 19th century building area in a conservation area in the City, but walk a few yards down the roads and you begin to move into Shoreditch and Hoxton – we’re right on the edge of the City here. So they wanted something that would attract more marketing and young recruitment and less investment bankers – and the whole design ethos needed to reflect that. This is less corporate than Warnford Court, almost a bit more media without being aimed directly at the media market.’

‘I think this had to have personality – and a different personality,’ Pernille agrees. ‘It had to have its own identity. When you walk into this space it has to be Lloyd’s

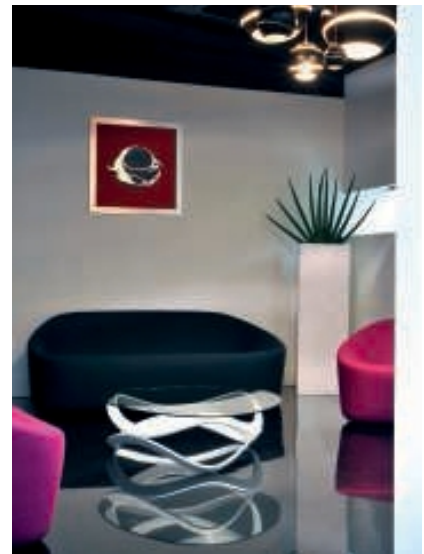
Avenue – and not a sister of Warnford Court or Green Park Avenue.’

‘I think they are also looking to do exactly the opposite of what their main competitor does,’ Cristiano continues, ‘where every office – whether you’re in London, New York, Abu Dhabi or Sydney – is exactly the same. You really couldn’t tell where you were. Here, every building is its own place. In fact the Esselco brand is very paired down and in terms of the building they don’t want the Esselco brand anywhere.’

‘Also, it’s the different types of people that are in the building that help create the brand,’ Pernille takes over. ‘This is meant to be an occupied building and an occupied space. It’s not just about the way we’ve designed it.’

Upon discovering the space at Lloyd’s Avenue, Esselco moved quickly, which in turn meant that the project team here had

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▶▶▶ **Scott Brownrigg** has transformed from an uninspiring blank space into a luxurious 'outside lounge'. Here the exterior of the building has been re-clad with a stained hardwood and the floor has been covered with a highly sustainable compressed bamboo decking; the step into the internal area is finished in Astroturf in place of a doormat. The facility is completed with smart Arper seating and other smart exterior furniture, as well as planters and integral lighting, making it useable throughout the day and evening.

The third distinctive space, and undoubtedly the 'wow' facility here at Lloyd's Avenue, is the lower ground floor area which provides flexible formal and informal meeting and conference spaces.

A feeling of 'industrial chic' has been created, with exposed ceilings sprayed black, new light fittings from iGuzzini, Innermost and the instantly recognisable Tom Dixon collection, and statement furniture ranges including Bene, Boss and Zanotta adding to the quality look and feel.

Unique carriage seating provides cocooned private spaces and a semi-open breakout area incorporates a viewport into the holding area adjacent to the lifts.

The less formal meeting area within the lower ground floor space includes an AV wall that can be used for presentations and conferences, but is also intended as an informal place for staff to relax – and is also used for fun internal events such as movie nights, Xbox competitions and, this summer, for the not-so-fun event that was World Cup football screenings!

The AV wall is flanked by the original historic door leafs of the front entrance, which have been replaced to open up the main entrance. A feature glass partition, enclosed by an angled steel frame with a distressed finish, adds to the dynamic and industrial aesthetic.

A brilliant touch is provided by bowler hats transformed into humorous light shades, whilst the colourful accompanying pop artwork shows iconic 'City Boy' favourites, including classic 'brick' mobile phone and briefcase.'

Sustainability was important throughout,' Pernille tells us. 'We re-utilised a number of things downstairs – and London was also quite important as a theme. There are a number of touches which are 'London'.'

'This is a quirky take on London,' Cristiano concurs. 'As we said, we weren't

focusing on the traditional end of the City here – I've seen guys in jeans and with dreadlocks here.'

Throughout the tenant occupied floors, a monochromatic colour palette is punctuated by flashes of colour in the furniture and other elements, including splashbacks and manifestation, with each floor having a specific colour to identify it, making the wayfinding an integral part of the design. 'Another thing that was important here was that we have integrated a wide variety of work settings. This is built much more around collaboration – we have booths, a variety of meeting spaces, smaller offices and larger offices. In fact, we probably have 10 or 12 different work settings in total. They also encourage all the occupiers to get together.'

'Much of this was open plan previously,' Andy reveals, 'so this allowed us to create a variety of different sized suites and offices – people can choose the suite that best suits their business.'

Suits. That's an interesting word where 3 Lloyd's Avenue is concerned. This is a facility that will perfectly suit almost any dynamic, young organisation – although the suit itself is clearly optional ●

## essential ingredients

Client • **Esselco** | Interior Design • **Scott Brownrigg Interior Design** 020 7240 7766

Fit Out Contractor • **The Interiors Group** 01932 779999 | Project Manager • **Quantem Consulting** 020 7240 5800

M&E Services • **Chris Evans Consulting** 020 8916 2284 | Furniture Supply • **Logic Office** 020 8538 5964

Systems Furniture • **Steelcase** 0207 421 9000

Task Seating • **Humanscale** 020 7566 7990

Carpets • **InterfaceFLOR** 08705 304030

General Furniture • **Varier, Karl Andersson, Boss, Staverton, Scott**

**Howard, Tom Dixon, Bene, Zanotta, Andy Thornton**

Lighting • **Zumtobel, iGuzzini, Tom Dixon, Collingwood Lighting**