



Zing when you're winning



Case Study

Zing's a good word, and definitely not used enough. Not just used too rarely in case studies, zing's too rarely used in everyday parlance, full stop.

So when ID:SR's Anna Henshaw and Howard Powsney describe the colour palette at Peninsula as 'citrusy, with a bit of zing', we thought, you know, hello?

It does though. It zings.

We really rate the design of Peninsula's new offices in the heart of Manchester. Not just the colours either. We really rate the client, Peter Done, whose brief included the word 'funky'. And we're impressed by the skilful and subtle use of a kidney bean shaped space that Anna describes as a 'squished oval'.

Here's another good word for you: considered. This is about as considered, in every detail, that you'll come across in a serious business environment. And Peninsula is an extremely serious business, as Office Services Manager Michael Harding explains.

'We're employment law and health and safety consultants. Our clients are mostly SMEs – we act as their legal reference point for those issues. We employ a large number of field based consultants who meet with clients and provide them with necessary handbooks and documentation; this of course is backed up by a telephone advice service. We provide a great deal of training for our clients – our >>>>>>

Case Study



►►► proposed by Ralph Capper Interiors provided the perfect solution for Peninsula's project requirements.

'We listened carefully to the project brief set out by ID:SR,' explains Ben Capper. 'In tender situations, some of our competitors take a very direct approach, bypassing the design team to hard sell to the end user. This really undermines the whole tender process and causes disruption. ID:SR were very strong in maintaining a fair and structured process from start to finish, enabling the client to compare the quality of each tender proposal and come to an informed decision.'

With regards the loose furniture, ID:SR tried hard to focus on local suppliers. This was partially to support the regional economy, but for good green reasons too. 'At ID:SR we strive to find every opportunity to provide a sustainable solution,' comments Anna. 'Ralph Capper Interiors worked with us through the final specification process and ultimately oversaw the complete furniture package. With Ralph Capper Interiors it's not just about the

product, there's service too...and, importantly, an understanding of our design ideas.'

'Our strength is our ability to act as an unbiased consultant to the design team, carefully sourcing each piece to fit the brief rather than selling a pre-determined product or range', comments Ben Capper. 'Ultimately we supplied furniture to The Peninsula Project from over 20 different manufacturers and we think the results speak for themselves. I'm really proud of our team's hard work on this project.'

The fresh, clean design of the main office areas is immediately apparent as we tour the space. Those considered touches are everywhere, perhaps most noticeably in the central resource zones and brew areas on each floor. These zones support the staff's daily activities and provide spaces for collaboration.

'These are places for the staff,' notes Michael. 'The feedback was that they wanted a place away from their desks to breakout. They're used very well – in fact the design of these is an example of a

massive culture shock for them...in a good way!'

'We consulted with staff a good deal,' agrees Anna. 'So it's pleasing to have such a positive response. But it's important to say that everything was designed and built for a clear reason; everything has a need. It's the ID:SR activity driven design approach.'

There's a level of quality everywhere, particularly noticeable in the central resource zones. 'The point is it's not just a stud wall, it's a beautiful piece of furniture. We really pushed the joinery elements! Within the ground floor reception and Executive Lounge areas we stretched Corian to its limits. Having said that, the fit out cost for the project was very realistic and reasonable,' comments Howard.

'We've had a good reaction from the staff,' confirms Michael. 'On entering the telesales floor in the old building you would be hit by a barrage of sound. Well, we've got the same people here, but it's a lot calmer. People really like the environment, and they respect it more.'

And it's got ZING! ●

essential ingredients |

Client • **Peninsula Business Services** www.peninsula-uk.com

Interior Design • **ID:SR** www.sheppardrobson.com | Project Manager • **Swithenbank Property Consultants** www.swithenbankpc.co.uk

M&E Consultant • **Troup Bywaters & Anders** www.tbanda.co.uk | Main Contractor • **Office Projects Limited** www.oplgroup.com

Furniture Consultant • **Ralph Capper Interiors** www.ralphcapper.com | Photography • **Hufton & Crow**

Carpets • **Burmatex** www.burmatex.co.uk

Lighting • **XAL** www.xal.com | **Artemide** www.artemide.com

Systems Furniture • **Tangent** www.tangentfurniture.co.uk

Task Seating • **Humanscale** www.humanscale.com