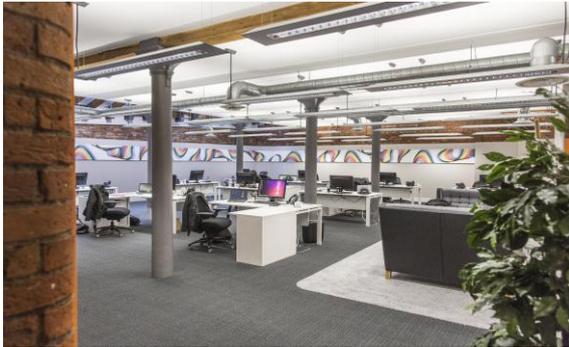


Case Study: Dentsu Aegis

Workspace Design & Build deliver £1.8 million refurbishment project to help Dentsu Aegis take capacity from 300 to 500 work stations within their existing premises.



The Challenge

Global marketers Dentsu Aegis approached Workspace Design & Build to deliver a full refurbishment of their four-storey building at 117-119 Portland Street.

The Brief

The team at Workspace were tasked with delivering a solution that not only encompassed a contemporary design but would allow them to accommodate a further 200 workstations within their 38,000 sq. ft. space.

The design had to be highly practical, innovative and reflective of the brand's identity whilst creating a creative and nurturing working environment for staff. Each floor also had to be given its own identity within the Dentus Aegis brand.

Ultimately the layout had to be user-friendly and scalable to ensure that further business growth could be accommodated within their current space.





Our Solution

With space at a premium the entire focus of this project was about creating a good open plan design that was well thought out to maximise the space available.

To that end we created glass pods to break up the space naturally – creating a balance of work space alongside informal private meeting areas. The glass allowed us to create mixed use space without disturbing the key features of the building.

The design concept, we worked alongside Atul Bansal and The Shiela Bird Group and included stripped back ceilings, exposed soffits, industrial looking tray-work and mounted services throughout. A simple change in floor coverings, plus new wall vinyls, transformed the tired stairwell to create a real core for the building, which was much more sympathetic in design to the finished suites.

The common areas of the scheme also included a high-end toilet refurbishment on each floor.

Finally to help create a collaborative and connected working environment we also created a coffee shop exclusively for staff and clients on the ground floor.

To support the branding they approached Takk, who were already established as an independent coffee shop operator in the Northern Quarter, to run this as a concession. With trendy leather booths, oak floors and a modern open plan kitchen the design provides the perfect ambience for informal meetings, lunch time catch-ups and breakout space for brainstorming sessions.

