

The image shows a modern office interior. In the foreground, there are glass partitions with a repeating logo pattern. The logo consists of a stylized 'a' inside a red circle, followed by the word 'area' in black, and a red '2' as a superscript. The glass also features a repeating pattern of stylized, flame-like or leaf-like shapes. In the background, a circular area with a light-colored wooden floor is visible. A potted plant sits in the center of this circle. The ceiling is white with recessed lighting. A 'Fire exit' sign is visible on the wall. The overall atmosphere is clean and professional.

area²

Location: Stockley Park, Uxbridge UB1 1

Size: 4,900 sq ft

Value: £280,000

Duration: 6 weeks

ALMIRALL CASE STUDY



The brief

Almirall wanted to create a new working environment with an open feel, yet incorporate cellular offices, which are the norm in this industry.

Their brief to Area Sq was to create an efficient, contemporary office environment reflecting Almirall's identity and answering the specific requirements of the pharmaceutical industry.

Our solution

The use of glass was a key element in creating a sense of space and was accentuated by the generous ceiling height. In addition to this, the finishes and furniture specified were clean, contemporary and crisp without feeling sterile.

The scheme has been warmed up by using a heavily textured carpet through the front of house, creating an interesting visual contrast with the hard floors and glossy surfaces in the breakout area. The rich walnut door colour and selected items of furniture were used to soften and bring the colours together. The end result is a welcoming office environment which appears professional yet relaxed.

Project insight – branding

Almirall's corporate identity was incorporated in the scheme through manifestation on the glass, injecting some personality into the space.

Location: Stockley Park, Uxbridge UB11

Size: 4,900 sq ft

Value: £280,000

Duration: 6 weeks

Area Sq Ltd

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AUGUST
equity

Location: Slingsby Place, London WC2E

Size: 4,900 sq ft

Value: Undisclosed

Duration: 7 weeks

AUGUST EQUITY CASE STUDY



The feedback – "Area Sq was appointed because they understood our needs so well. Their design was fresh, innovative and functional, using space effectively. The build itself was completed both on time and on budget, reflecting professionalism onsite. Our own team enjoy the new working environment and comments from visitors are highly complimentary."

- Tim Clarke, Partner at August Equity LLP



The brief

August Equity LLP is an independent private equity firm which wanted to create an open-plan workspace to improve communication and distinctive meeting areas that also provided privacy. The office design had to portray the client's success without seeming too lavish.

Our solution

The office interior was in CAT A condition with a feature hardwood floor and fixed floor box locations, so precise design had to carefully integrate all floor boxes. The work spaces and furniture layout were planned meticulously to ensure a creative and functional outcome.

Project insight - Letting in the light

The crisp design scheme maximised natural light by enabling it to flow through all areas of the office interior. This elegant and stylish environment embodies the professionalism and success of the company while also providing an office space in which staff can work effectively.

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Size: 4,900 sq ft

Value: Undisclosed

Duration: 7 weeks

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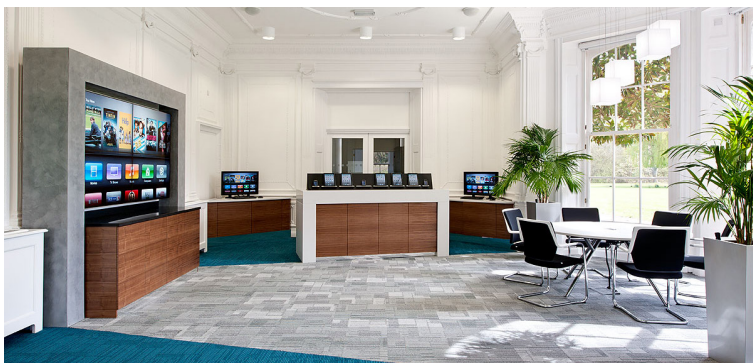
Location: Chalfont Park House, Bucks SL9

Size: 7,000 sq ft

Value: Undisclosed

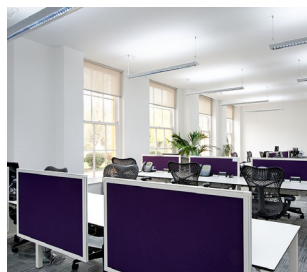
Duration: 9 weeks

CITRIX SYSTEMS, INC. (UK) CASE STUDY



The feedback – “Fitting out a 300-year-old Grade II manor house for a market leading IT company was never going to be easy, especially as the brief was to remain sympathetic to the main structure. Area Sq provided a wow factor for our staff and customers.”

- Richard Margetts, Manager UK Real Estate at Citrix



The brief

To refurbish the ground floor of the historic Buckinghamshire house that is the main UK base of this multinational software firm. The office fit-out included the reception, boardroom, auditorium and break-out area as well as an executive office and open plan area. Citrix wanted to create a workplace tailored to staff training as well as a high-tech demonstration centre to showcase their products. The challenge was to reflect its strong brand-image whilst respecting this building's Grade II listed status.

Our solution

Contemporary design touches added subtle branding where appropriate to create an elegant yet practical office interior. This was achieved by understanding exactly what Citrix hoped to achieve with its new workspace. These detailed conversations then enabled us to breathe life into the workspace without detracting from the building's heritage. One crucial aspect was the choices of furniture supplied by our sister company, Sketch Studios, such as the Techo desking, Orangebox tables and Interstuhl Silver chairs.

Project insight - Meeting the deadline

Obtaining relevant planning consent well in advance was key to meeting the deadline agreed with Citrix. To achieve this involved carefully consulting all the stakeholders at the outset to outline their needs and then subsequently recommending a design solution that did not involve making major alterations to the building.

Location: Chalfont Park House, Bucks SL9

Size: 7,000 sq ft

Value: Undisclosed

Duration: 9 weeks

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Location: Charlotte Street, London W1

Size: 6,000 sq ft

Value: £172,000

Duration: 6 weeks

LIONSGATE FILMS CASE STUDY



The brief

Lionsgate Films wanted a sophisticated workspace with a cinematic theme that would impress talents featured in their films as much as their bank manager. The firm had chosen a new London home that was refurbished to a CAT A finish. The key goals of their office fit-out were to encourage employee collaboration, showcase their work and to help them cope with the constant influx of film-related memorabilia.

Our solution

Our design features a conspicuously open-plan layout with few cellular offices. Its bespoke 120-degree workstations provide an organic feel that facilitates collaboration and bespoke storage solutions help ensure a tidy office. A minimalist design enhances the overall sense of space, light and communication. Carefully chosen moving imagery and film posters inject personality. The designer furniture was supplied by our sister company, Sketch Studios.

Project insight

Staff had previously struggled to stay on top of the mass of marketing materials and memorabilia needed for research purposes, including thousands of DVDs. To address this, a new storage system was installed to handle the varying sizes of boxes and cinematic paraphernalia that arrive at the office every day.

Location: Charlotte Street, London W1

Size: 6,000 sq ft

Value: £172,000

Duration: 6 weeks

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Location: Prescot St, London E1

Size: 50,000 sq ft

Value: Undisclosed

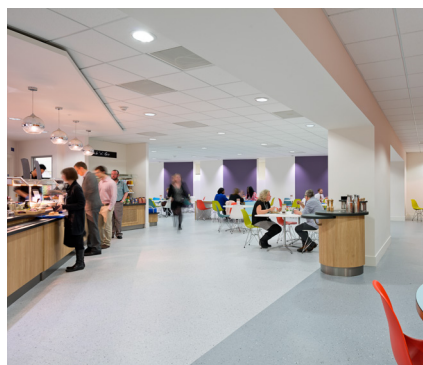
Duration: 24 weeks

ROYAL COLLEGE OF PSYCHIATRISTS CASE STUDY



The feedback – “Our new home has significantly better facilities and is now a real destination for staff, members and trainees. The design embraces our heritage whilst providing the modern facilities that are appealing to members old and new.”

- Vanessa Cameron, Chief Executive of RCPsych



The brief

The Royal College of Psychiatrists (RCPsych) wanted to relocate from a Grade II* listed townhouse on Belgrave Square and office on Mansell Street to one state-of-the-art 'destination' where members and staff could meet regularly and enjoy significantly improved facilities.

Our solution

Partnering with chartered building surveyor Watts Group, Area Sq stripped the space to shell and core before completing the office design and fit-out over 50,000 sq ft and six floors with Sketch Studios supplying furniture. Visitors are greeted by a striking entrance hall with double height atrium including a video wall of moving art and antique chandelier. A stylish member's lounge, with Lyndon Design furniture, includes meeting rooms, work stations, a Council Room and the College's heritage of fine art. A walnut-lined Antiquarian Room contains their rare books and dissertations. On the lower ground is a bustling restaurant featuring Vitra Eames chairs, James Burleigh tables and Orangebox booths. A striking stone and glass staircase leads to the 1st floor which features a media suite, meeting room and versatile 250-seater conference area, removing the reliance on hiring external space. On the 2nd & 3rd floors, staff enjoy bright, open plan workspaces.

Project insight - In the loop

To ensure a smooth transition, members and staff were fully involved with focus groups, news bulletins and an online blog including videos.

Location: Prescott St, London E1

Size: 50,000 sq ft

Value: Undisclosed

Duration: 24 weeks

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