

Magners

Location: 48 Leicester Square, W1
Value: £Un disclosed
Size: 4,400 sq ft
Duration: 6 weeks

Area Sq carried out the design and fit out of Magners GB's new 4,400 sq ft London office at 48 Leicester Square.

Magners is part of the C&C Group plc - a leading manufacturer, marketer and distributor of branded beverages in Ireland and the UK. They were keen to have a London presence and consequently decided on a move to the heart of the West End, Leicester Square.

Magners GB's brief was to create a client facing office which would promote for their products and marketing material. The display areas had to be adaptable to enable the client to change them as their product and marketing campaigns evolved.

Lauren Daw, Lead Designer at Area Sq, worked closely with the Magners branding team to create the right look and feel. She comments: "We created a blank canvas through minimal finishes and decorations which gave the client the flexibility to adapt the office in-line with changing marketing campaigns."

In reference to the layout of the office Lauren comments: "The layout of the space was designed to integrate both the client and staff environments. We created synergy between the front of house and back of house by combining a client mock-up bar with the staff breakout area."

The office was finished with contemporary furniture supplied by Area Sq's sister company, Sketch Studios.

Gordon Johncox, Managing Director at Magners comments: "Area Sq created an office which is both practical and functional but above all is an environment that our people are proud to work in."

Jonathan Davis, Head of GB Finance at Magners adds: "I am highly impressed with the end result and feel that the design concept really works!"

areasq.co.uk



