

Case Study

Estée Lauder

1 Fitzroy Place, London

Architect: **MCM Architecture Ltd**

Main Contractor: **BW Interiors**

When Estée Lauder chose the landmark building 1 Fitzroy Place as its new UK and Ireland Headquarters, its vision was to encourage collaboration by bringing together employees from 5 London offices into a single building, whilst at the same time allowing each of the 25 different brands including MAC, Jo Malone and Clinique, to retain their own identity.

Agile Workspaces to Support Collaboration:

Estée Lauder appointed leading creative consultancy firm MCM to design the interior of this prestigious 144,000 sq ft scheme, set over 10 floors. This innovative project won the BCO National Award for Fit Out of Workplace 2017.

Products Installed:

Optima 117 plus - Shoreditch Edition single glazing

Optima 117 plus single glazing

Revolution 54- Shoreditch Edition double glazing

Kinetic Aero doors

Single glazed Edge Symmetry doors





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The big idea was to bring people together to support collaboration and agile working, so a key feature of this open and flexible workspace is a number of innovative breakout and social spaces for informal meetings, to encourage staff interaction. An impressive art deco style suspended spiral staircase is a striking central feature which links the ground, first and second floors, and gives staff access to cafes and community spaces.

Even in an agile working environment, there is a need to provide quiet spaces for private, focused work, conference calls or confidential meetings. Glass office partitions can help to create privacy without compromising agile working. At the same time, the use of glass maximises natural light flow across the floors.

Optima's 117 plus single glazed system was used to form offices and meeting rooms throughout levels 3 to 7, along with single glazed Edge Symmetry framed glass doors with bespoke bronze pull handles.

The glass partitions incorporated tech panels with room booking systems. For smaller quiet rooms, MCM specified Optima's Kinetic Aero pocket sliding doors; ideal for areas where space is constrained.



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Shoreditch Edition Compliments Health & Wellbeing Spaces

Whilst collaboration and integration of staff was a driving force behind the design, it was also important that each of the 25 unique brands retained their own sense of identity. Optima's Shoreditch Edition glass partitions and doors were used to create training rooms within each 'brand hub' on the lower floors.

The Shoreditch Edition glazing is an enhanced version of Optima's 117 plus and Revolution 54 systems and features a distinctive lattice style aluminium framework, which is bonded onto the glass, thereby retaining both the structural stability and the acoustic performance of the partition. These Shoreditch Edition glass partitions were also used to create health and wellbeing spaces, including an in-house nail bar and a hair salon.

Speaking at the end of the project, main contractor BW Interior's Contracts Director, Peter Nagle, praised Optima's proactive approach: ***"The project was managed extremely well from the outset and all floors were delivered on time and to the highest quality. The Optima management team were always on hand to deal with any issues and always brought solutions to the table."***

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Words from Peter Nagle on Optima's Work:

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We are certainly proud to have played a part in the delivery of such a prestigious project. Optima's glass partitions have helped to create a stunning workspace which fosters interaction and collaboration in an agile environment, whilst at the same time celebrating each of the Estée Lauder brands' unique identity.

"I honestly can't fault the whole delivery of this outstanding project that the whole Optima team should be proud of."

- Peter Nagle, Contracts Director, BW Interiors.

If you would like to find out more about Optima or discuss your options, visit our website:
www.optimasystems.com

