



## Case Study

# Havas

**3 Pancras Square, Kings Cross, London**

Architect: **MCM Architecture Ltd**

Main Contractor: **Structure Tone**

When Havas, one of the world's leading global communications groups, chose to consolidate 1700 employees across seven London locations into one new 10 storey headquarters building in King's Cross, the design had to be reflective of a modern creative business and one that would spark creativity and collaboration across a number of disciplines.

Central to the inspirational fit-out of this landmark 'vertical village' was the seamless integration of bespoke partition systems from leading designer and manufacturer of glass partitioning systems, Optima.

For what was an intricate and complex project delivered under a very tight programme, Optima worked with architect MCM and main contractor Structuretone to create office and breakout spaces, meeting rooms and a central auditorium where acoustic performance, design aesthetics and the seamless integration of glass partitioning was paramount.

### Products Installed:

Optima 117 plus - Shoreditch Edition single glazing

Revolution 54 - Shoreditch Edition mullion-free double glazing

Single & double glazed Edge Symmetry Shoreditch Edition doors in Mircoflush door frames

Tech Panels

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### Solution driven:

Optima developed a number of bespoke solutions including single glazed Shoreditch Edition glass screens and doors with their distinctive lattice framework. A stunning feature of the auditorium, used to host company events and large company meetings, are the Shoreditch Edition pocket sliding doors within Revolution 100 double glazing, along with pivoting glass doors.

All of the Shoreditch Edition glazing incorporates the architect's non-uniform 'Mondrian' pattern which brings a unique industrial warehouse feel to this contemporary workspace. The design meant that attention to detail and precision on site was critical. Optima's design expertise and ability to deliver on-site proved key to the project's successful completion.





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#### Visually & technically impressive:

Havas's new King's Cross headquarters is an impressive 165,000 sq ft building with exquisite design features. The project involved delivery of a unique, non-uniform 'Mondrian' patterns to the glass screens and doors, and bespoke glazing joints.

Optima collaborated with MCM throughout the project to ensure the architects vision became a reality. Commenting on the project, Laura Bellamy, Project Leader at MCM said; "We loved the 'Mondrian' style of glazing, so we chose to work with Optima to ensure we had a robust, high quality solution for a modern working environment with no compromises on the acoustic integrity or style.

We developed the Mondrian pattern across the glazing as a playful way to reflect Havas and their surrounding area as a new creative hub for London. As ever, Optima delivered on quality, service and robust design."

If you would like to find out more about Optima or discuss your options, visit our website: [www.optimasystems.com](http://www.optimasystems.com)