

# IGNITE

Future Living  
Office, 15 Clerkenwell Close

*Could offices be a space designed for users to meet a state of Eudaimonia; a space to flourish?*

In this project, I designed an office for the future of living where both the client and environment are put first, by designing a tech-ready space that follows the Eudaimonia Machine Theory

## FUTURE READY

I designed a flexible & adaptable space that emphasises effective co-working spaces and optimises the law firms various styles of work

## CONSCIOUS

I emphasised that the diversity of users and brand, mental wellness and sustainability must be considered throughout the design process as well as final outcome

## COURAGEOUS

I took risks to achieve a better solution for the original base design, company and clients, by following inspiration from the eudaimonia machine theory

## VIRTUAL

I promoted new design solutions and SMART technology, to feed into the forward thinking and AI technologies to highlight the future of co-work spaces





# Client: Ignition Law

Ignition Law is the London law firm for start-ups, scale up-ups and fast growth business that offers focussed advice. I understood their current office and work style, to design a space that enhanced the brand style and behaviour within the office.

## RELATIONSHIPS

I identified they stem from trusted relationships with clients and within the team - something that could be physically incorporated in the design

## PRACTICAL

The company is divided into small groups of like-minded professionals, where a flexible design for the groups to share, grow and perform will be needed

## FORMAL

Confidential work is a constant, so the option for privacy is essential. It is also crucial to provide a professional impression to clients that will aid trust to the firm

# Initial Concept

After studying my base building and client, I collaged a concept to carry through the design. I wanted to utilise the double height of the space to ignite the eye, and to stray away from the inward way of looking an office can typically have.

I recognised the branding and biophilia of the original law firm, and aimed to channel this into something far greater not only visually but psychologically



## TRADITIONAL

could be modernised in style and form

## BRANDING

likes to be shown within the office

## FLEXIBLE

laptops from home used, requiring space for this style of work

## SOCIABLE

group work, with clients and colleagues

## RAW MATERIALS

exposed, raw materiality like brickwork creates industrial, modern style

## BRAND COLOUR

white, grey, orange, pink and red. Can be formalised

## BIOPHILIA

popular within the office and modern style focussing on well-being

# Site: 15 Clerkenwell Close

Designed by Groupwork Architects, this award winning design provided an aesthetic and spatial challenge for me as the client I was designing for contrasted in both aesthetic and working style, so I highlighted key elements of the site I had to consider before designing

## DOUBLE HEIGHT SPACE

The original double height space is not used to its maximum, and could be used to 'ignite' the space and client's eye

## GLASS ATRIUM

The design is a layered space where the glass atrium acts as a central zone on both the ground and basement floor

## BRUTALIST

The building is designed with concrete and exposed steel - architectural elements that can't be removed. I developed a design that complimented Groupwork's architecture whilst personalising the brand - keeping both satisfied





# The Current Office

To develop a future office, I began by understanding our current ones. Offices are largely reminiscent of the factory floor, characterised by a crowded, linear space for the many, overlooked by spaces reserved for the superiors. I looked at the problems and came up with solutions to carry through into my design of a more futuristic office:

## DATED AESTHETICS

Many offices are basic and don't complement the brand, company function or base building design. It is still and under-observed quality, making offices lack character, brand recognition and design quality.

## SPACIALLY LIMITED

Profit-driven companies are capitalised on available square footage and modular walls get installed, employees enclosed, eliminating any remaining open plan format or collaborative work.

## INTELLIGENCE

Offices need to be spatially intelligent and follow the flow of Eudaimonia and they also need to provide spatial flexibility for each task within it

## SUSTAINABILITY

Using sustainable materials will increase durability within the space, and SMART technology can be used to improve client's performance so they reach their optimum

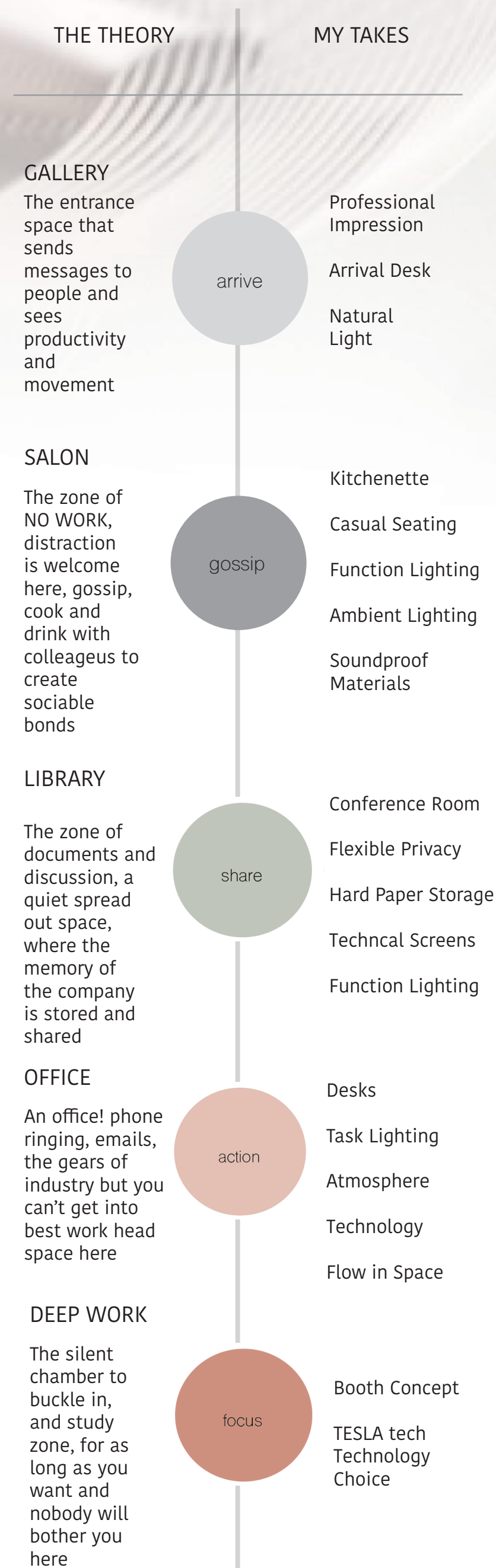
## EXPERIMENT

Lets get some tech in there and create a space that is leadless, a space that is physically elevated and gets the user thinking, up and forwards

Problems

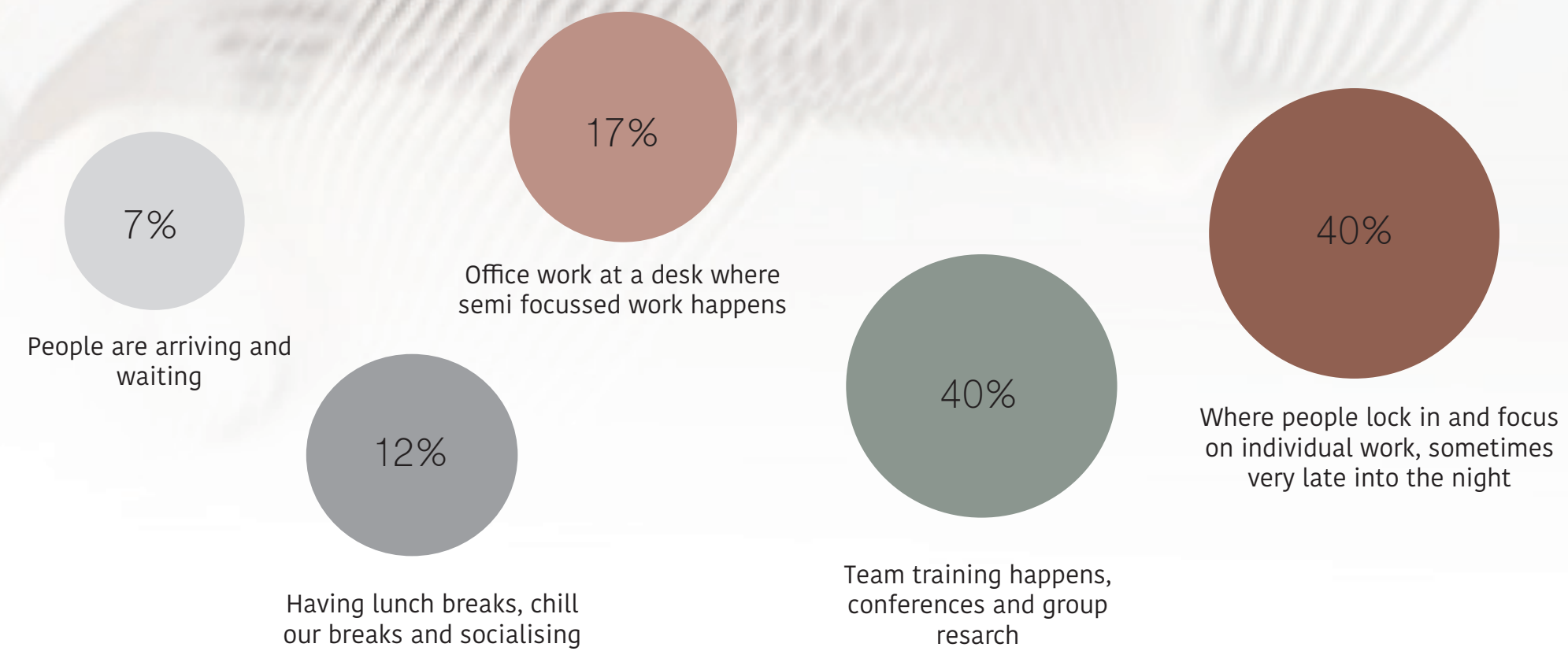
# The Eudaimonia Machine

Here I began by personalising the zones of the machine based on client activity, with the intention of triggering different mental states:



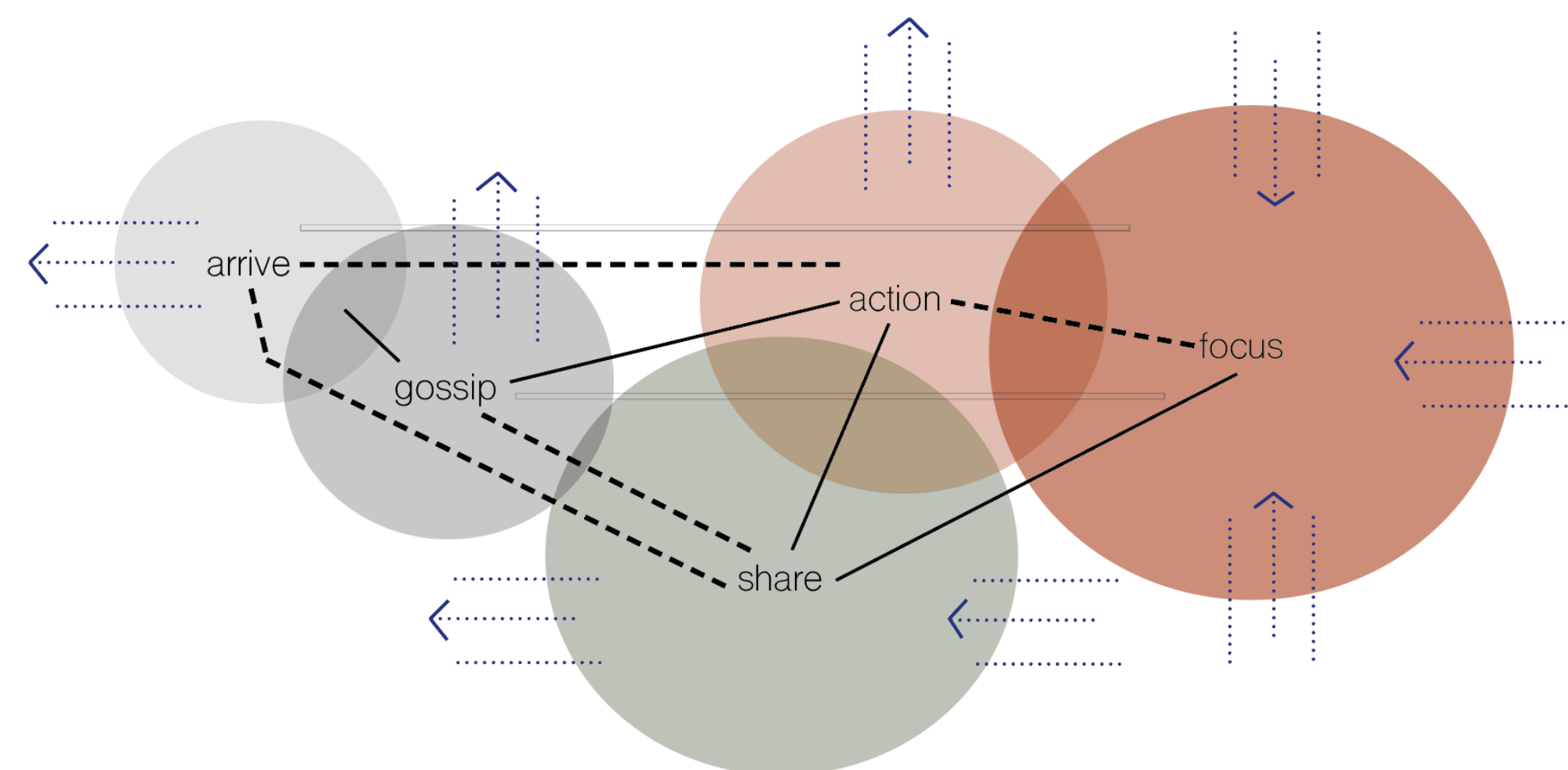
# Eudaimonia in Plan

I then used area priorities based on office tasks, to zone the base plan of Clerkenwell into a space that follows in the sequence of the eudaimonia theory



# Relationship Diagram

After rationalising the zones, based on use research from the co-mapany, I layered the zones into a relationship diagram before adding them to the base plan. I then worked with this zoned plans to locate the details within it



Solutions

# IGNITION LAW

Here lies a company that on stems on strong relationships, trust, efficiency, orgnasion and professionalism- lets create a space that can ignite these qualities

# IGNITE

The company ignites people so lets ignite the space. When you place the two together, you will create a spark. People won't necessarily need to work - they will want to work.

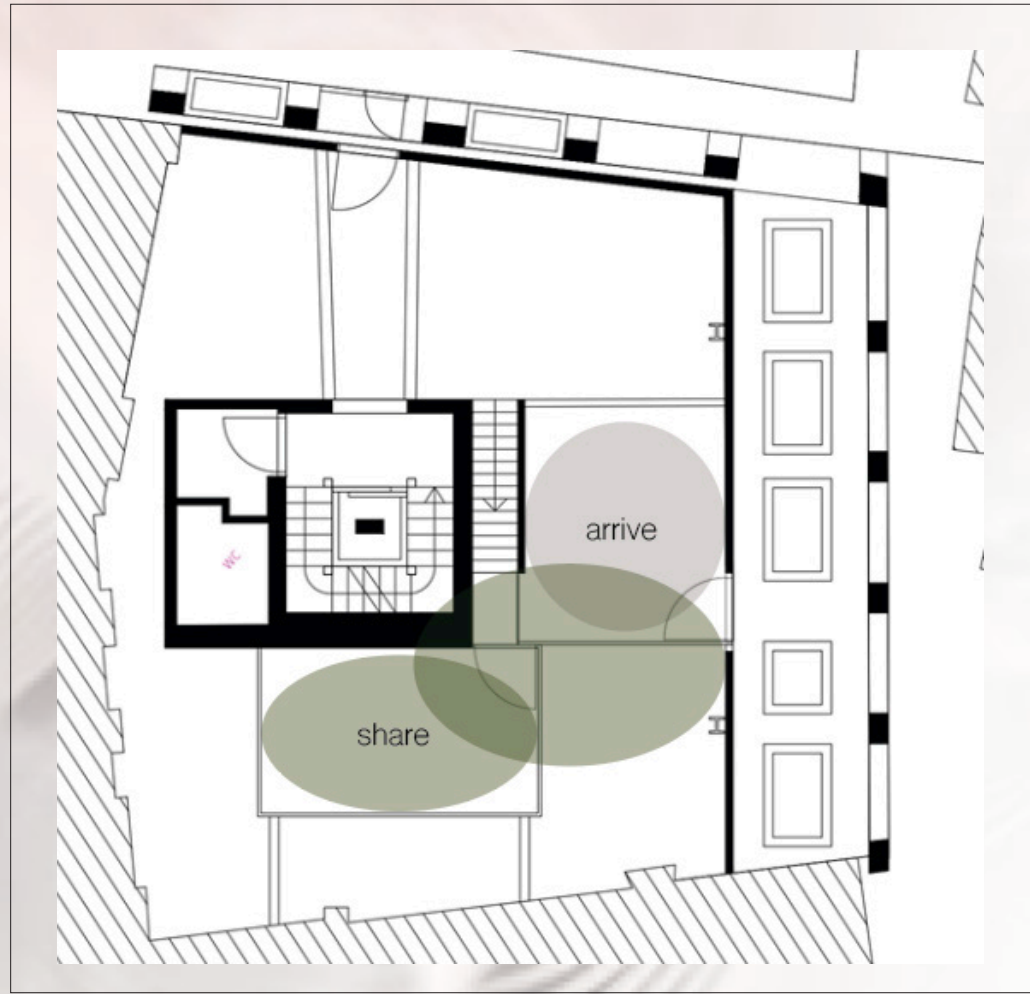
# SO, HOW?

Through previously recognising the companies values, the Eudaemia Machine Theory will be studied and therefore utilised in a way that is personalised to the company.



## Relationship in Plan

I then used the previous relationship diagram with plan, so see how the eudamonia theory would work within the ground and basement floor of the office design



### MIRRORING

There is a relationship between the upper and lower zones, creating a clear overall sequence and divide

### SEQUENCE

The linear form is inspired by the eudaimonia machine, where the flow of the space represents the flow of the human focus



### SOUND

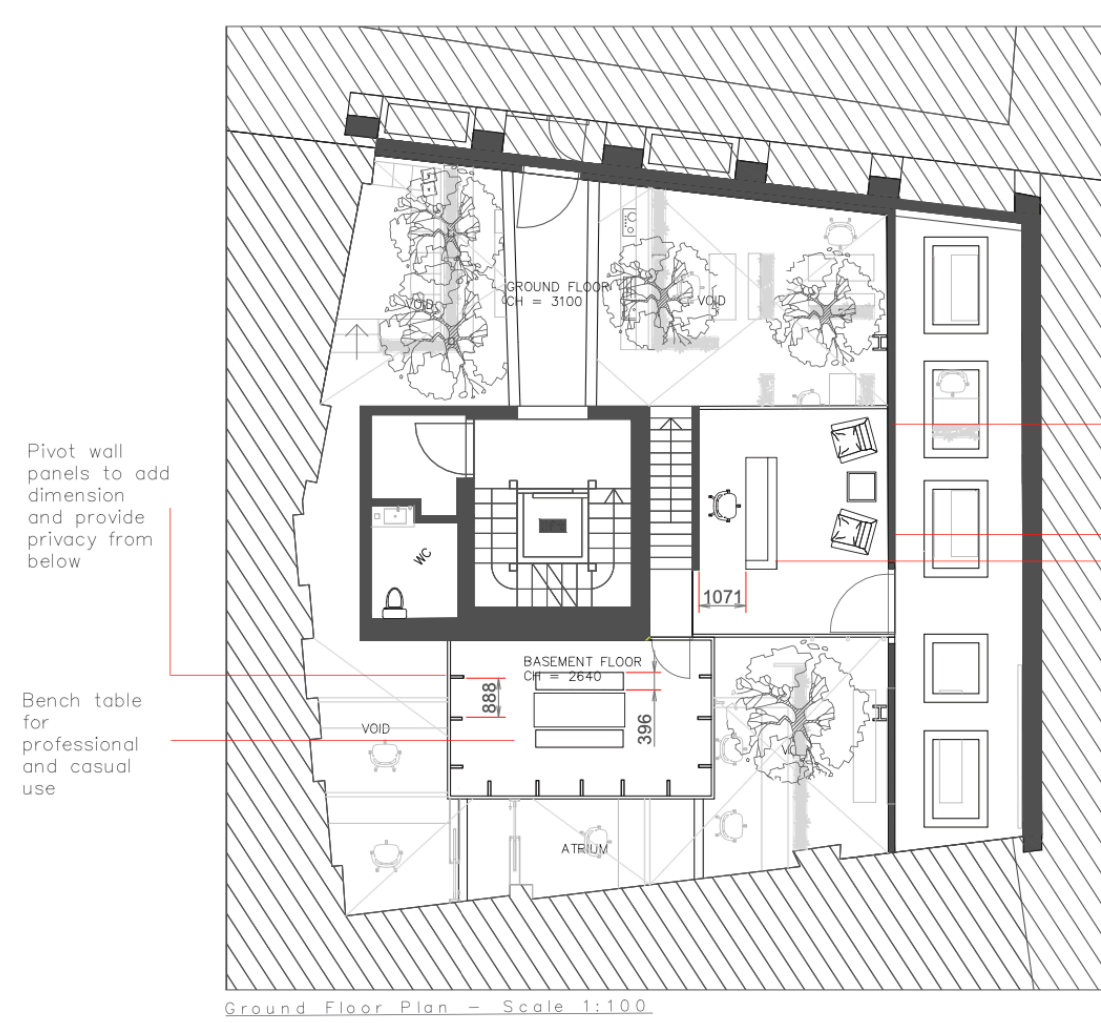
The spaces will be loud together and quite together and create a noise transition from above and below

### TASK

Each space relates based on the tasks taking place within them

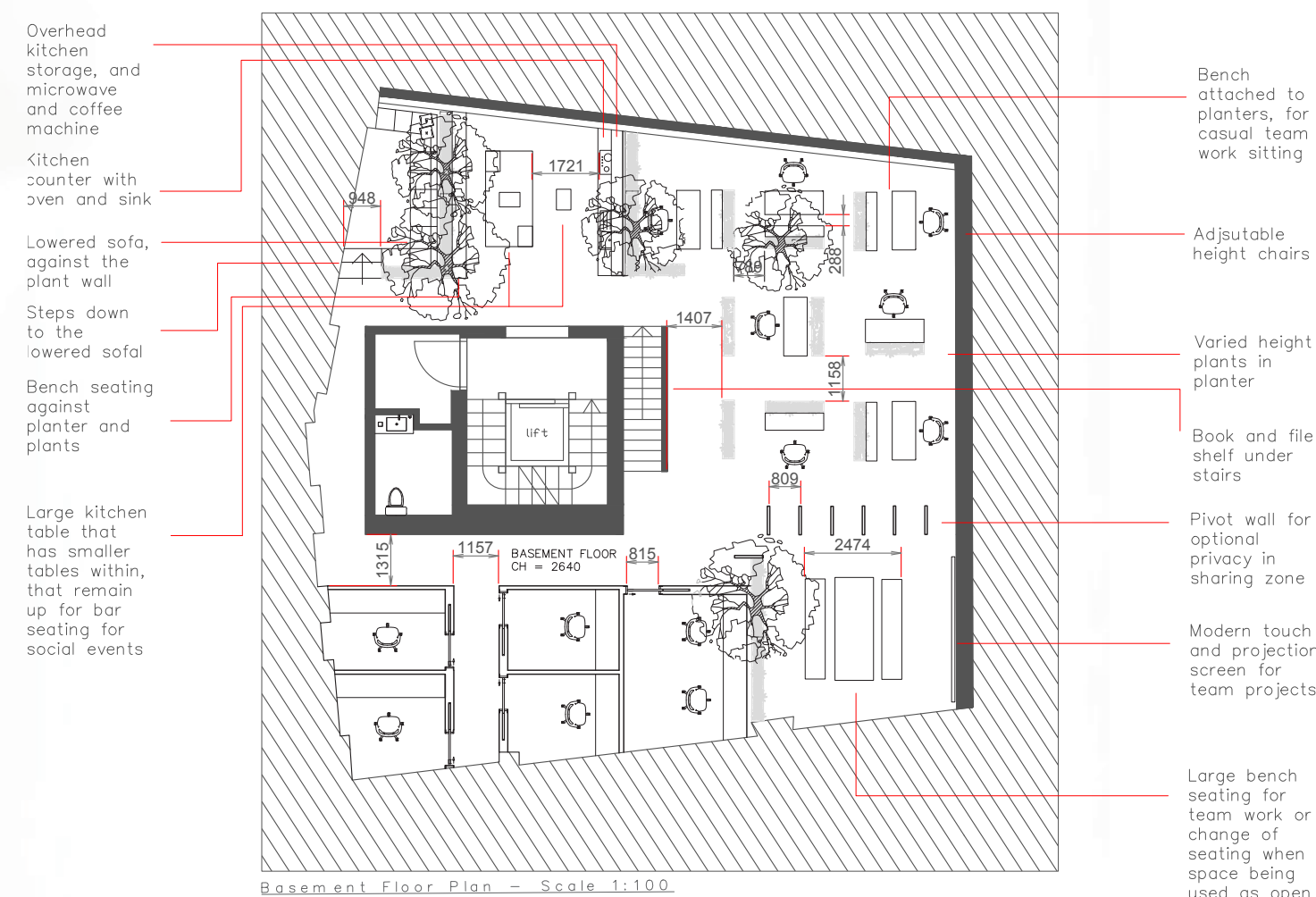
## Plan

Below then shows the two finalised plans designed for Ignition Law, under the Eudaimonia theory and 'IGNITE' design concept



Ground Floor Plan - Scale 1:100

As you enter the building you would see the trees and hear the subtle sounds of busy working come from the basement floor, that IGNITES upwards, creating a space that relates and works together, as supposed to being controlled and narrow minded



Basement Floor Plan - Scale 1:100

The basement floor then shows how the zones have been tailored to each individual task within them, with varied seating styles, offering flexibility when using the space

## Mood Boards

Prior to any visualisation I collage sketches and case study images to grasp the aesthetic, function and style of a space. For this project, I created a moodboard for each zone, but here shows Action, Share and Focus, which I later digitally modelled

### ACTION



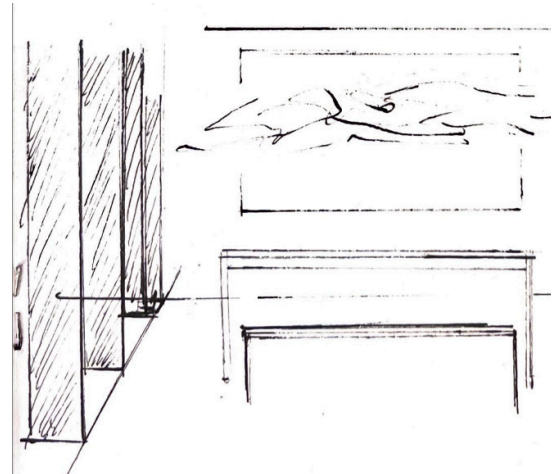
Action is symbolized by the growth and living of trees, movement of adjustable desks, people meandering around the desks, human studying in their chosen form and a large pendant, inspired by the company's logo, that looks as though its also moving and therefore 'igniting'



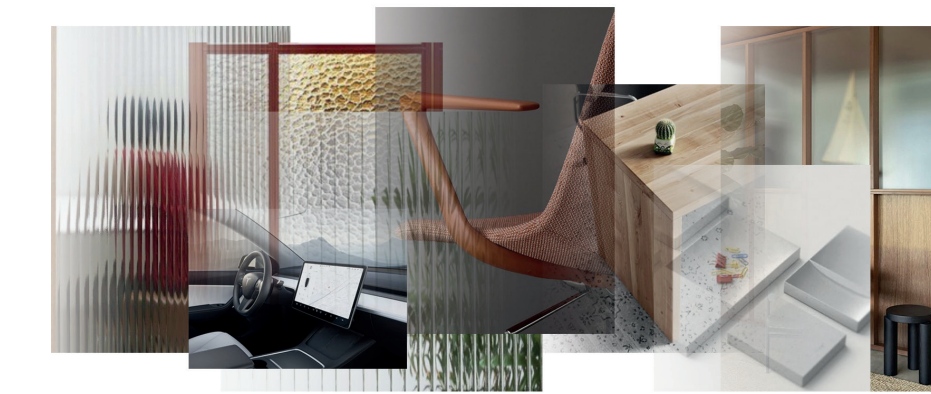
### SHARE



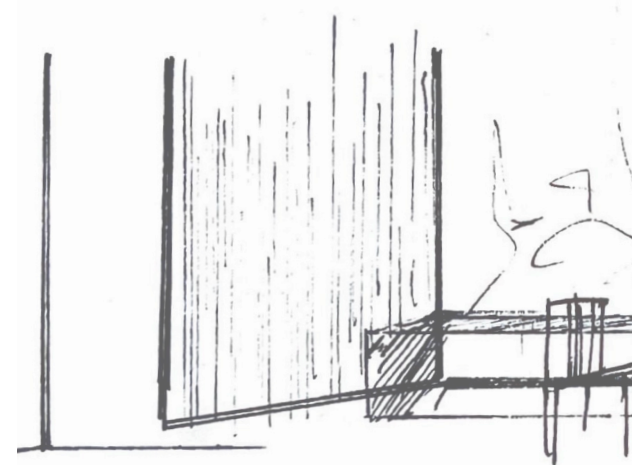
Share is another flexible space, where a pivot wall closes for users to hoane in together in teams for confidential and digital sharing, or have the pivot walls open, for more casual discussion. Large benches are a great way for groups to sit as they can be used both formally and informally, offering seating for various sized teams



### FOCUS



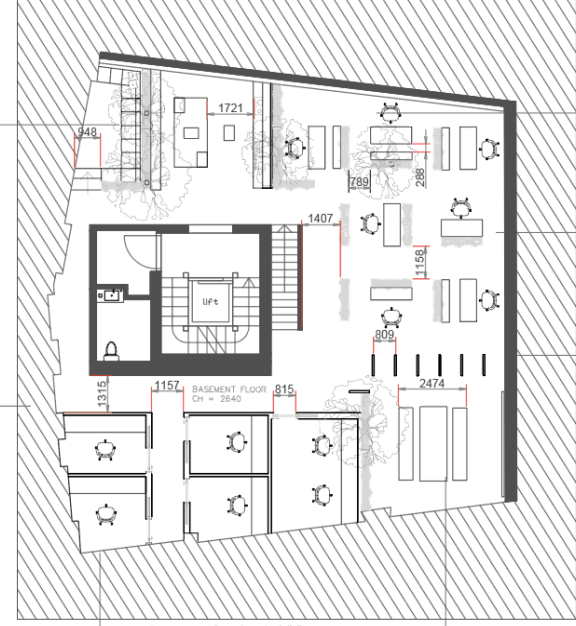
This is the zone that is inspired by the TESLA car - a deep work zone, that can be personalised to the user, by reading their body through the chair. This allows the users to work at their optimum as the lighting, temperature, sound system, desk and chair height can all be adjusted for each user





# The Future Office

Throughout my design process, I studied various case studies that fuelled inspiration towards a future office. Modern technology and design styles now create seamless flexibility and relationships under the Eudaimonia Theory



**SUNKEN SEATING**  
Upholstered in Kvadrat green fabric, to create a 'hideaway' lounge, creating a journey down into a private space

**RIBBED GLASS**  
Case Study: Booths by Capitulo II  
To divide the booths from each other, where natural light can still be utilised whilst maintaining privacy without entirely isolating the user

**OFFICE PROFILE**  
Case Study: Tesla Driver Profile  
For user to personalise their own deep work space for lighting, surround sound, seat and desk positioning

**LARGE BENCH TABLES**  
Case Study: Studio O&A, San Francisco  
Enables clients to work in a professional or casual way and choice is offered by this, also inclusive way to work with no limiting seats and it can look stylish

**TREE**  
Case Study: Antea Constructora Headquarters  
This entirely elevates the double height spaces of the design, whilst adding a colour dynamic and contrast to brutalist base design

**PLANTERS**  
Case Study: Zendesk Montreal Office  
To enable privacy at each individual desk as well as sound absorption, biophilia will also enhance wellness at the desk

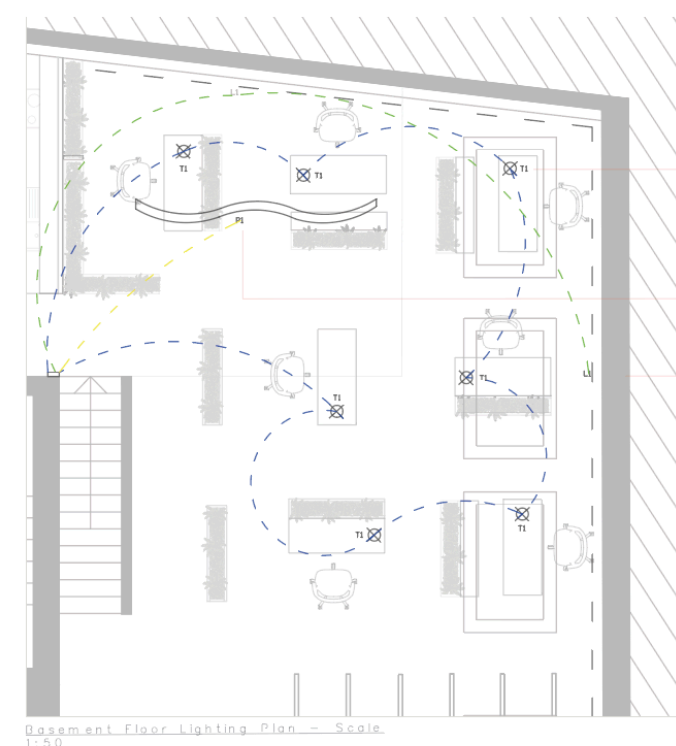
**PIVOT WALL**  
Case Study: GM Apartment, Brazil  
To create choice of privacy with the shared space and even when opened they create separate zones

## Materiality and Lighting

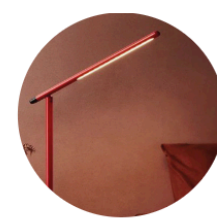
I recognised the core building materials of concrete, black and red steel and timber to work with materiality. Biophilia and hints of red, compliment the brutalist space whilst adding branding and an emphasis on well-ness

Here, I used Zaha Hadid's pendant lamp, to symbolize the company's logo with task lights and strip lighting that respond of human movement and time of day

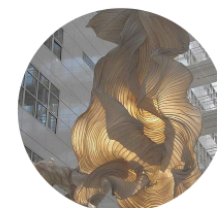
The smart technology will reduce the unnecessary burning of fossil fuels whilst minimising exposure to harsh fluorescent lighting that can cause eye strain and blurred vision, as they track body movement, time of day and activity



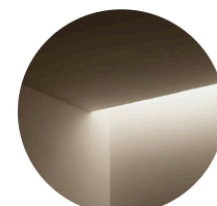
**LUMEN TASK LIGHT**  
In red to highlight the company's colour and creates choice with height and angle of light for the user at the desk



**PENDANT LIGHT**  
To provide brand personalisation through similar shape to logo, and make use of the double height space within base design



**STRIP LIGHTING**  
Embedded within the right angles of the concrete design, to soften the brutalism and enhance the angles



## ACTION

Here shows the ignition of the double height space, where the pendant lamp and trees collage together to create a well-being atmosphere to work



## SHARE

Here shows the flexibility of the space, where it's being used for a casual team discussion, and in the background is the bookshelf below the stairs, storing the companies 'memory' as per Eudaimonia



## FOCUS

Here shows the mirroring relationship between Share and Focus, where those needed to be in private won't feel excluded from the office environment but still have the option to personalise the space if they want or need to

