



Moët Hennessy HQ, London //
MoreySmith put the fizz into
new offices for the drinks
company, moving its HQ into a
once-neglected Georgian terrace

Client: Moët Hennessy UK // **Design:** MoreySmith //
Size: 1,400 sq m // **Completion time:** 3 months *

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DANIEL CLEMENTS

striar artist and architect Friedensreich twasser believed it was possible to cure ild find buildings he considered unhealthy, utilitarian power station, for example ring it to life with his own colourful and brand of architecture.

Don-based practice MoreySmith faced r challenge in this project for drinks y Moët Hennessy when it moved its office to a Georgian terrace in Grosvenor s: the location and size of the building he luxury drinks company perfectly, but f neglect had left the interior drab and of some major design surgery.

it of the original interior features of the l listed building, including the original ive moulding, had been stripped out, and f the space, which has been an office us companies over the years, had false . It feel cramped and dingy. the designers at MoreySmith, who actually find the building for Moët Hennessy, could ad potential. 'We had to visualise what ce could look like and it was quite a leap ' says MoreySmith's creative director ' McCann.

ier than trying to recreate the building's decorative features, MoreySmith pared ce back, removing most of the false to give the space a bright, spacious feel. straight cooving was used in place of the ggs and walls have been painted in neutral ccented with lime green furniture by B+B the reception area.

Previous page, Kvadrat textile Sudden lines the boardroom-cum-formal dining space, with backlit insets. Top right, the reception desk is framed in anodised aluminium as is the feature wall behind it. Above right, the bar has Morgan Pastille stools, Pedrali Ypsilon tables and Luigi chairs from Billiani, while Morgan's Miami lounge chairs feature in a meeting room (above left)

in the reception area, something that showed a vision of quality and was associated with champagne glasses and bottles, without being too literal.' The designers responded by creating a feature, to be placed behind the reception desk, made of glass cylinders that have been bonded to a mirrored wall. The wall is lit with LEDs.

The reception desk itself is topped with a slab of bush-hammered natural stone and has fret-cut metal letters in champagne-coloured aluminium depicting the Moët Hennessy logo bonded to the front. Like the feature wall behind, the desk front is framed in anodised aluminium, again in a champagne-coloured finish.

On the first floor, a boardroom doubles as a formal dining space, with walls lined in steel-grey fabric from Kvadrat. The product, called Sudden, has an almost-metallic look and a leather-like finish, and runs in vertical strips, with set-in recesses to house bottles of fine champagne

As well as the poor state of the interior, another problem was the circulation, says McCann. To help matters the designers created a new half-turn staircase with metal treads and glass risers, which leads from the reception to a mezzanine and the first floor.

McCann says the client wanted 'an interesting and eye-catching artefact

and cognac. The recesses are top-lit and have mirrored backs, showing off the products at their best. Visitors can also enjoy hospitality in a bar area and in meeting rooms decorated in a colour scheme of aubergine, lime and champagne, with more furniture from B & B Italia.

The designers describe what they did as 'inserting a modern interior with complementary traditional touches into a historic building,' but the scheme, which includes a more collaborative work area with Knoll desks and strong graphic images from the company's ad campaigns printed on to glass partitions, also has a positive effect on the way the company works, says McCann. 'It has brought them all together and they now have an office they're proud of,' he says. 'Their old space was getting tired and dated and this has really brought them back up to where they wanted to be.'

Managing director Lynda Morey Smith adds: 'We wanted to create a space that felt both business-like and welcoming, where homely touches married with the latest business technology, and where visitors could sample the very best that Moët Hennessy has to offer in an environment that is always interesting but never too challenging.' *Words by Jamie Mitchell*

Main Suppliers: Furniture: B+B Italia bebitalia.it // Knoll knoll.com // Artifort artifort.nl // Morgan morganfurniture.co.uk // Hay hay.dk // Magnus Olsen magnus-olesen.dk // Kusch kusch.com // Billiani billiani.it // Lighting: Bruce Munro brucemunro.co.uk // Tom Dixon tomdixon.net // Strata Tiles stratatile.com