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THE RENDEZ VOUS

A Designers' Gathering

OUT
DOOR

SUMMER ON THE TERRACE

A Few of Our Favorite Picks...

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FIZZING CREATIVITY

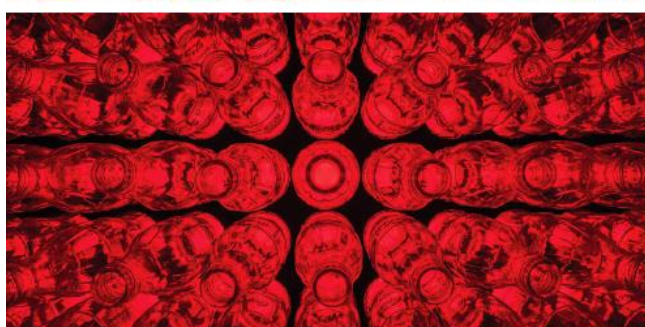
LONDON-BASED DESIGN FIRM MOREYSMITH SPRANG INTO ACTION TO CREATE THE INTERIORS FOR COCA-COLA'S REGIONAL HEADQUARTERS. WITH ICONIC IMAGERY AND A MODERN TWIST, THE EARLY 1900'S BUILDING POPS TO LIFE.



BOX

MoreySmith is an architectural design practice based in London. The practice was founded in 1993 by Linda Morey-Burrows and has built up an extensive portfolio of commercial, workplace, development, leisure and residential projects. The company mission is to deliver beautifully designed projects which reflect and embody the client, their brand ethos and needs. MoreySmith is passionate about designing environments in which people love to work.

**FROM
LONDON**



MoreySmith stripped back an impressive 60,000 square-foot Edwardian baroque building in order to completely redesign the interior space across six levels, including a mezzanine, a loft and rooftop garden in an ambitious project for one of the world's most famous brands. The double-height reception area was redesigned to capture the buzz from the café above and split-level staircases encourage people to use the stairs, rather than the lifts, creating an area in which people mingle, share ideas and generally socialize. The office was designed to celebrate Coca-Cola's iconic heritage, while underlining the brand's ability to diversify and to adapt to the times. The essence of the brand is inherent throughout the building, with its heritage reflected in the use of Coca-Cola's famous red shades and memorabilia that often dates back to the founding of the firm. The collaborative and creative working environment helps staff to feel happy and inspired. The layout of a three story staircase encourages the workplace journey to move vertically through the

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building, creating a sociable environment for team happiness and well-being, with uplifting and comfortable spaces for staff and visitors to work, meet, collaborate and socialize.

The concept ensures links between the company's heritage and contemporary life, with the use of quirky levels to connect the front part of the building to the main office space at the back. The outdoor terrace offers stunning views of the London skyline and is a great spot for entertaining and for quiet moments away.

A custom-built, double-sided heritage display wall is a key feature and continues over three floors. A tribute to Coca-Cola's past, present and future, original memorabilia from the brand's archive in Atlanta has been incorporated as a celebration of the company's history. Created by award-winning art studio, Acrylicize, the wall contains famed advertising, heritage items, neon art signage and a series of handmade unique art installations including a 3D-effect pair of lips crafted from 35,000 drinking straws and a hand-built Christmas truck complete with working lights. Fun, funky and authentic, this isn't like many corporate headquarters we've visited and we're sure it's a great place to work. **B**



