

Interior Design

Strategy & Design Experience

2024



3DReid

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Introduction

We are an *award winning* architectural design, interior design and masterplanning practice.

We are a creative team of over 120 people working across five UK studios in Birmingham, Edinburgh, Glasgow, London and Manchester.

We work across all design stages and sectors including aviation, culture & community, education, hospitality, industry & technology, residential, retail & leisure and workplace.

We are proud of everything we do, from concept to delivery. We believe the best design comes from a culture of collaboration and sharing ideas. We deliver well designed projects that stand the test of time and a practice that people enjoy being part of.

Our rigorous and pragmatic approach to design helps ensure our projects are delivered on time and on budget. We work hard to create built environments that look to the future and are truly sustainable.

We are the go-to practice for inspiring, considered design solutions that leave a positive impact on occupants, future generations and the environment.



Laura Graham, Senior Interior Designer.



Nicolle Cairney, Associate Director.



Gemma Lightbody, Senior Interior Designer.



Miwa Doling, Interior Designer.

Our interiors team

3DReid's interiors team work collaboratively across all five studios.

We work on a diverse range of projects including 3, 4 & 5-star hotels, bars, restaurants, F&B operations, hospitality lounges and workplace environments.

About us Our expertise

We workshop everything to benefit from the deepest experience, the freshest ideas and the most enjoyable conversations.

We are a collaborative team of architects, interior designers, urban designers, researchers, visualisers, and dynamic problem solvers.

We offer the full spectrum of design services, from early-stage feasibility and proof of concept to full planning applications, technical design and construction delivery.

The best buildings and places come from engagement and collaboration. We listen to our clients and we work openly and collaboratively, convening regular workshops that empower the right people to contribute at the right time. This builds trust, consensus and certainty across our team, our clients, project stakeholders, consultants and end-users.

We bring value to all our projects through clear analysis and well executed design. We approach every project with the same ambition, across all sectors, whether it is a hotel refurbishment, a workplace, or a new airport terminal.



Jade Kershaw, Interior Designer.



Harriet Wardle, Junior Interior Designer.



Sara Birgis, Interior Designer.

Our projects reflect our broad experience across all design stages and multiple sectors.

Hospitality & Hotels

We work with a wide range of clients and brands. Our work is widely regarded in the industry as the best in the sector, having shaped the brand concept for a number of prominent hotel brands including Gleneagles, Dakota, Malmaison and De Vere.



Bars & Restaurants

Our portfolio ranges from the latest in Build to Rent developments to intergenerational specialised supported living and everything in between.



Retail & Leisure

Retail has been the backbone of our practice since our inception. We have established a strong reputation in delivering retail and leisure destinations in the UK and now work for many of the major operators and tenants.



Airports & Lounges

We design all aspects of an airport's operation, from logistics and operational buildings to new passenger terminals, hospitality lounges and aircraft hangars.

Culture & Community

This varied sector provides us with opportunities to engage local communities on a one-to-one level. We are well versed in leading the high levels of public engagement and consultation that forms the foundation of any such scheme. Our projects range in scale from a small community hub to residential developments and venues for national sports events.



Workplace

3DReid is established as leaders in creative workplace design. Our work within the commercial sector varies from large city centre headquarter buildings to innovative business and industrial park models. We approach projects with a focus on the end-user experience.



Residential & Student Living

Our portfolio ranges from the latest in Build to Rent developments, Purpose-Built Student Accommodation (PBSA) to residential developments for intergenerational homes. and everything in between.



Sustainability

We consider the environmental impact of everything we do, from the need to replace in the first instance, to the manufacturing processes, life cycles and recycled content of materials.

We help to establish and grow brands and businesses through *strategy and design*.

Our experienced interior design team guide projects from concept to completion. Whether we are working on a 3, 4 & 5-star hotel, bar, restaurant, student residences or a workplace environment, we approach projects with a focus on the end-user experience.

We design for the future, delivering timeless, flexible spaces that are people focused and have a positive impact on the world.

From restoring historical landmarks with genuine care and respect to new architectural designs, every site is unique and our diverse portfolio of interior projects spanning multiple sectors speaks for itself.

We care passionately for historical landmarks and have extensive experience working with listed buildings and restoration.

Our team can guide you through planning applications, listed building consents and warrantable works. Every building and its contents tell a story. Our responsibility is to carefully preserve those tales.

As designers, we have a responsibility to create environments that exist in harmony with our planet.

We consider the environmental impact of everything we do, from the need to replace in the first instance, to the manufacturing processes, life cycles and recycled content of materials. Every selection and choice we make is carefully considered throughout all project stages.

Our process

Research

We *meticulously* research the market, latest trends and local communities to ensure every project has a *strong and authentic* foundation.

Design

We use sketches, layouts, initial models and renders to help *visualise* all aspects of a design as it develops.

Deliver

We are on hand every step of the way, attending site and overseeing projects as they are *brought to life*.

Selected Experience

Hospitality & Hotels

The Address Glasgow

The Address is situated in the B listed Pearl Assurances Building in Glasgow city centre featuring 95 guestrooms, reception, restaurant, two bars, meeting space, spa, gym and back-of-house support areas associated with a hotel of this scale.

A key move for the site was to relocate the main guest entrance for the hotel from its current West George Street location to the more prominent Renfield Street, bringing more footfall to the bar and restaurant for non hotel guests.

The upper ground floor accessed from West George Street has undergone a full refurbishment to the internal areas. This level contains the residents bar and café, meeting space, guest toilets, wellness spa, gym, sauna and four new guest bedrooms.

The guest bedrooms located on levels 1 to 5 have been refurbished to align them with The Address brand. This includes new floor and paint finishes, window treatments and selected FF&E items.

Client: McGettigan Hotel Group



A key move for the site was re-activating the existing historic door and stair, to become the main entrance into the residents bar and café from West George Street, breathing new life in to what was previously unseen by the public.



North Bar & Restaurant within The Address in Glasgow city centre..



Wellness guestroom.



Wellness Spa & Himalayan salt rock sauna.

“A key part of hotel offer for guests is the Wellness Spa, gym, plunge pool & Himalayan salt rock sauna.”



Cuillin Hills Hotel *Isle of Skye*

Our brief for this project was to create a new bar area and undertake the refurbishment of the guest lounge, as part of an ongoing phased redevelopment of the hotel over the coming years.

The aspiration for the new bar was to elevate the guest experience and create more space, so this involved relocating the existing bar area and extending it into a disused kitchen. This allowed us to increase the cover count significantly, which was one of the many challenges faced of the brief. Other challenges included adding mechanical heating and cooling to improve guest comfort. It was a challenging programme, both from a design and construction perspective, as the hotel was operating live the works had to be completed in a short timeframe so there was no loss of revenue for the client. This was achieved by phasing the works and relocating the bar and reception temporarily to other areas of the hotel.

The design intent was developed with the client during the workshop process and we quickly established that the concept should be timeless and focus on bringing the elements of the surrounding landscape into the interior. This was achieved using the earthy colours, materials and textures of the island and adapting these to the design concept.

Client: Wickman Hotels

“Artwork and objects d’art were given careful consideration and were curated by a specialist using many pieces sourced locally.”



“The detailing was paramount to the client and this was realised by applying meticulous care to items such as the joinery and furniture. Beautifully crafted joinery pieces using woods, metals and marbles and attention to piping and stitching details on the furniture feature throughout.”



The hotel overlooks Portree Bay with views towards the Cuillin Hills.

AC by Marriott Glasgow

The AC by Marriott forms part of the Love Loan regeneration project in Glasgow's city centre.

The Category A listed Parish Halls stands proudly on George Street, while the long-neglected John Street gap site is now populated with a newly constructed building, comprising of a reception area, bar and restaurant and new bedrooms on the upper floors.

3DReid was appointed to design the front of house areas within both buildings and transformed the interior of the historic Parish Halls to house meeting facilities, a gym, heritage suites and the new Liberty Suite penthouse with a view over the Glasgow City Chambers opposite.

The level 3 Liberty Suite was a gift to uncover, and it has been fully restored to its former glory. Feature timber panelling lines the walls, original fireplaces frame the room, hand painted golden cherubs depicting Glasgow trades adorn the ceiling, and it is enhanced by the period glass dome overhead.

Client/Developer: Chris Stewart Group



AC Lounge.



Hazel Restaurant.



Hazel Bar & Restaurant.



Liberty Suite.

“Our client wanted to create a luxury destination in the heart of Glasgow, that stayed true to the history of the location. We achieved this through meticulous restoration, selection of finishes and furnishings and close attention to detail.”



Ground floor plan.

Hotel Indigo Manchester Victoria Station

Hotel Indigo Manchester is a 187-guestroom five star boutique hotel that forms part of the IHG portfolio, designed and delivered by 3DReid.

The Hotel embraces a fusion of two very different types of building – the historic existing Grade II listed building connected at each level to the new build 14 storey extension. The design connects these two buildings, not too traditional nor contemporary and there is a seamless flow between them.

The refurbishment and extension has seen the launch of multiple new public spaces – lobby, reception, flexible lounge spaces, 187 guestrooms and Mamucium cafe, restaurant and bar.

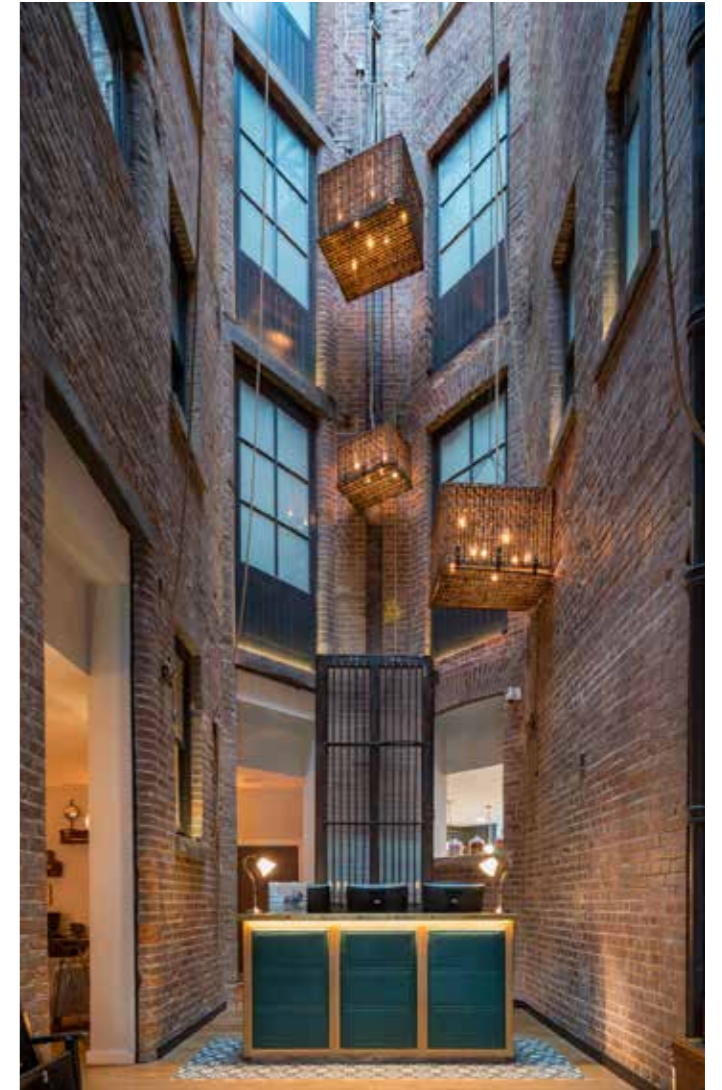
Drawing inspiration from Manchester's Victorian and Industrial past the Hotel is indigenous to the local area so guests are well aware that they are staying at the gateway to the Northern Quarter.

Client: BH Group

“3DReid worked closely with BH Group, as architect and interior designer, to reposition the Grade II Listed City Buildings into a modern boutique hotel showcasing the City's industrial past.”



The reception lobby features flexible lounge spaces for guests, events and the business community.



The Press Room.

Scottish Design Awards 2019, Interior Design (Commendation)
Mixology North19 Awards 2019, Hotel Interiors (Finalist)
Manchester Awards 2019, Best Hotel of the Year (Finalist)
NWRCA 2019, Building Project of the Year (Finalist)
NWRCA 2019, Preservation & Rejuvenation (Finalist).



The Arkwright Room.

Village Hotels *Across the UK*

3DReid has worked with Village Hotels for over 10 years designing and developing new architectural and interior design concepts for the Village portfolio of properties, across the UK.

New designs have been developed to facilitate the same level of offer, within a more compact envelope, allowing accommodation of the building on smaller sites. The guest accommodation has been conceived to enable containerised delivery, should this construction methodology prove preferable, in future.

The interiors offer all the style, comfort and facilities expected in a Village Hotel on a compact footprint including vibrant guestrooms, casual dining spaces, restaurant, Village V Works and Village Health and Wellness Suite with pool, gym and fitness studios.

Client: KSL / Village Hotels



Village Hotel casual dining.

“3DReid has an established long term relationship with Village Hotels. The first of the next generation Hotels have been completed in Basingstoke, Bristol, Eastleigh and Portsmouth with similar offers in the pipeline.”



Village Hotel Basingstoke.



One key driver in the design was the V Works flexible co-working spaces.

Bookable rooms with flexible desks, hot desking, superfast wifi, private meeting pods and break out areas to meet, collaborate and socialise.



Holiday Inn Birmingham Airport NEC

Reconfiguration and refurbishment of the Holiday Inn Birmingham consisting of 140 guest bedrooms, main reception and arrival areas with a new restaurant and kitchen (formerly RAF Headquarters built in 1930's).

The design included reconfiguration and relocation of the main entrance and external areas to create animated terrace with green walls. This biophilic design was continued internally. The centrepiece of the space is the circular bar with an illuminated central column and a new al fresco dining area.

Another key aspect of the project was to upgrade staff amenity spaces and create a desirable working environment for the hotel team.

Client: IHG Hotels & Resorts



“The concept of the lobby is to create a more accessible guest journey - a large open flexible space where our much-loved guests and visitors can simply relax or host a meeting.”



KM Central Hotel Edinburgh

KM Central has been repurposed, from a former student residence, to create much needed hotel space for the central Edinburgh market. Working with Edinburgh First, the commercial arm of The University of Edinburgh, 3DReid's interiors team created a bespoke solution to suit the client's business case, then designed and delivered this vibrant rebranding and interior concept.

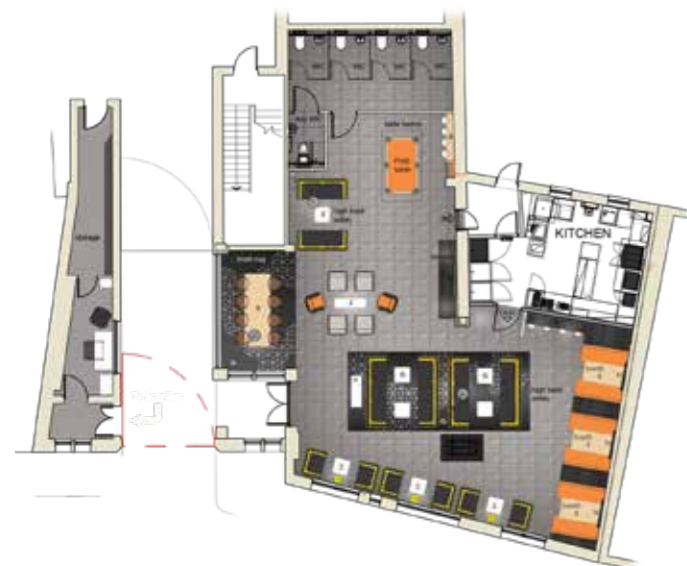
The flexible multipurpose spaces, are now used by both students and the public with the addition of 45 hotel rooms and associated spaces. Key to the success of the project was the rebranding and repositioning of the spaces within both a commercial hospitality offering, and also increasing the flexibility of the breakfasting room, to facilitate more productive student use. A lighter, more quirky and fun feel was brought in with an eclectic mix of materials, textures and furniture. Bright bursts of colour within the fixed joinery elements and furniture softened the industrial feel.

Client: The University of Edinburgh



The space now operates 24 hrs, with hotel guests, and accommodating students for single or group study, workshops and satellite learning.

"KM Central 3-star 45 room hotel owned and operated by The University of Edinburgh, offers a quirky left bank interior concept to guests."



Ground floor plan.



Selected Experience

Restaurants
& Bars

Mamucium Restaurant & Bar

*operated by award winning
Chef Andrew Green*



Mamucium Restaurant & Bar *Manchester*

Mamucium is operated by award winning Chef Andrew Green and is located on the ground floor of Hotel Indigo Manchester – Victoria Station.

Mamucium sits within the new tower section of the building so seeks to combine the traditional materials of the old building and fusing it with the modern architecture of the interior.

The 120-seat restaurant is indigenous to the local area so guests are well aware that they are at the gateway to the Northern Quarter, serving a menu of classic, locally sourced food, with a Northern spin.

The restaurant's centrepiece is a stunning, feature curved bar with beautiful fluted leather and brass concave uprights to its frontage and a solid stone top bar with an open theatre kitchen in the heart of the space. Warm woods are used to the floors and tables tops with plush leather upholstered banquettes and comfortable dining chairs filling the restaurant and bar space.

Client: BH Group



The reception lobby features flexible lounge spaces for guests, events and the business community.



“Above the restaurant, in the hotel’s cylindrical tower, are 163 bedrooms, each with one of three distinct design schemes taking influence from Manchester’s historic cotton, printing and tea trades.”



Ground floor plan.





Mamucium Cafe combines contemporary interior design with an industrial backdrop.



Ground floor plan.

The Fishmarket

Newhaven, Edinburgh

The Fishmarket restaurant brings to life an unused portion of the historic Category B listed Victorian Fishmarket. An insertion of a restaurant to the front façade, with the relocation of the existing fishmonger to the rear of the pier-side development at Newhaven.

3DReid developed the concept, interior branding and design for an upscale seafood restaurant along with the architectural refurbishment.

The interior reflects the Victorian heritage of the building and surrounding neighbourhood with emerald tiles, brass fittings and soaring rafters. With its huge floor-to-ceiling windows looking out over the harbour and minimalist tiled decor, a classic metal takeaway counter and beyond that, a simple dining room. Outside is all about the view, with fishing boats, the landmark Newhaven lighthouse in the foreground and the three bridges of the Forth.

Client: The Fishmarket (Roy Brett 'Ondine' and Gary Welch 'Welch Fishmongers').



Internally, the existing cast-iron pilasters, the central row of square cast-iron piers carrying a steel beam and the steel Polonceau truss roof are all exposed within the restaurant to offer diners an understanding of the building's heritage.

Derbion Food Terrace *Derby*

3DReid interiors team transformed the Derbion Food Terrace in Derby. The refurbishment of Derbion Food Terrace was fitted out with new flooring, lighting, furniture and soft furnishings.

Derbion invested more than £2 million into the F&B spaces at the Derbion Shopping Centre, with a new look, new brands and increased capacity. The new Food Terrace investment has increased seating capacity from around 650 to 800 which allowed new brands to be introduced since the revamp.

During refurbishment the food terrace remained open, with minimal impact on customers, as part of the major refurbishment and Masterplan for the area.

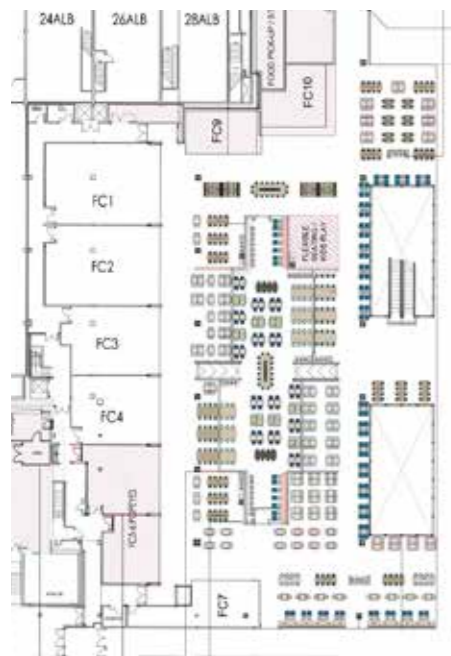
Client: Derbion



F&B spaces at the Derbion Shopping Centre.

“The refurbishment has enabled us to extend our seating area to welcome more visitors to our revamped Food Terrace to enjoy a breadth of choice in a contemporary, welcoming environment.”

Adam Tamsett, Derbion



General arrangement plan.



Selected Experience

Airports & Lounges



British Airways Executive Lounge Aberdeen Airport

We worked closely with British Airways development team on the 380sqm BA Lounge in Aberdeen Airport which encompasses a reception, seating area, bar, food to go, VIP area, office and F&B catering areas. The bar was designed as the focal point of the Lounge, with a series of connected smaller spaces to suit all BA customers' needs. The lounge overlooks the runway and houses bespoke furniture and fittings such as the feature lighting, marble topped tables and a crafted black silestone topped bar.

3DReid was appointed as the Architect and Interior Designer for the BA Lounge at Aberdeen Airport. This follows on from further recent experience, as the Architect, working on the BA Lounges in Edinburgh, Glasgow and Gatwick.

Client: British Airways



“Based on the BA Futures Manual, we developed a design concept to create a better use of the space, while still making it feel contemporary and luxurious.”





The airline's first facility outside the US to feature its new United Club design concept, the lounge is an impressive space - large, airy and luxurious, it seats more than 280 guests.

United Airlines Lounge *Heathrow T2*

Located in the newly completed Queen's Terminal (T2) at Heathrow, the United Global First Lounge is one of two new United facilities at Heathrow's new Star Alliance terminal.

Building the United brand is key to future lounges and 3DReid worked closely with Chicago based practice Solomon Cordwell Buenz on designs for the interiors of the Club and First Class lounges.

The facility reinforces a new design concept launched at Chicago O'Hare airport. Notable features include a long, sweeping bar, high-quality finishes throughout and floor to ceiling windows with views across the airfield.





Gatwick NT International Departures Lounge *Gatwick Airport*

A comprehensive update of the North Terminal international departure lounge includes the design of an eye-catching orientation zone, incorporating a striking, curved LED installation suspended from the ceiling; new flooring and retail bulkheads.

The upgrade also includes new fixtures and furniture including the design of free-standing flight information display screens supported on curved 'trees', new seating split across several themed zones and a curved feature staircase, incorporating parametrically designed timber cladding and mood lighting.



Selected Experience

Culture &
Community



Emirates Arena & Sir Chris Hoy Velodrome *Glasgow*

The Emirates Arena and Sir Chris Hoy Velodrome was the only completely new sports facility designed for the 2014 Commonwealth Games. The arena and velodrome provide two distinctly separate arenas under one roof which are linked by a connecting building incorporating offices for the National Sport Federations.

3DReid provided Architectural and Interior Design services for all operational areas of the building as well as finishes and colour schemes for the main Sports Arena, Sports Hall, Velodrome and associated facilities.

Our team designed the interiors for the main concourse, main reception and café, community sports facilities including dance studios, fitness suite, treatment rooms, spa complex, conditioning suite, physiotherapy, doping control, elite athlete and team changing rooms, event management, judging and press facilities and the function suite.

We worked with specialist velodrome and athletics track designers and seating suppliers to create the most effective and flexible solution. Economies have been made in the design by combining public facilities, changing and support facilities, and building services serving the main event spaces.

Client: Glasgow City Council



“The Emirates Arena and Sir Chris Hoy Velodrome hosted the 2023 UCI Cycling World Championships, bringing together all cycling world championships into one single event.”



Double-height 'Hub' space.

Thistle Foundation Centre of Wellbeing Edinburgh

Re-establishing a central heart to the area, the building offers key facilities for those who the Thistle Centre supports. A series of complementary facilities including a gym, consultation and training rooms and office accommodation, are anchored around a double-height 'Hub' space for the Thistle Foundation.

Through extensive use of timber cladding, both inside and out, the project offers a warm and inviting environment for those who visit, many of whom suffer from anxiety-related conditions. Crafting a non-institutional and friendly presence was instrumental in ensuring that the built environment aligned to the core ethos of the Charity.

The interiors team was responsible for the concept design and implementation of the mixed use public community centre including public meeting spaces and office areas with a relaxed Scandi style feel.

Client: The Thistle Foundation



"We chose 3DReid as they offered the highest level of understanding of the brief and the most adaptable to our collaborative way of working - they did not disappoint us in any way."

*Diana Noel-Paton
CEO, Thistle Foundation*

*Civic Trust Awards 2018 Regional (Finalist)
Edinburgh Architectural Association Awards 2017, Wood Award (Winner)
Royal Institute Architects in Scotland Award 2017 (Finalist)
RICS Awards 2017, Community Benefit (Winner)
Scottish Design Awards 2017, Health Building (Finalist).*

Key to the success of this has been the strong collaboration between the Client and the Design Team.

With stakeholders made an integral part of the design process, at every step of the way, this continuous focus and involvement has ensured that the core ethos of the organisation is fully supported, enhanced and encapsulated within the resulting scheme.



Selected Experience

Residential &
Student Living

Cheval Gloucester Park *Kensington, London*

Comprehensive refurbishment and remodelling of 98 luxury serviced apartments at Cheval Gloucester Park in Knightsbridge.

Refurbishment throughout this early 90's building to improve the flow and functions of the inefficient back of house spaces and facilities. As well as lead architect we developed the interior design strategy to deliver a high quality luxury offer in line with the Cheval brand and reposition Cheval Gloucester Park.

The remodelling of the ground floor and basement enabled the creation of a Cinema Room and larger Gym as well as feature 'Library' lounge spaces in the east and west wings for guests to meet and relax in, providing a sense of 'home from home', separated from the main circulation corridors.

Client: Cheval Collection / APML Estates



The Picture House 12 person cinema.



Apartment reception room.

Luxury residence with 98 apartments plus three 5-bedroom penthouses, on-site gym and private cinema room for up to 12.



Typical apartment plan.

The Combworks Student Residence *Aberdeen*

The Combworks Aberdeen is a 121 studio room development which includes a reception space, shared multi-functional common room, study spaces and its own private garden.

The building takes its name from the old Combworks, previously situated on the site, which closed in 1969. The factories were since demolished and various new buildings have been formed on the site over the years. There are very subtle design references to the Combworks throughout the design which were achieved without being too literal.

The client's desire first and foremost was for the interior space to be homely and welcoming so warm neutral tones were used for the flooring and walls as a backdrop to the colour palette. The common room area features large Chesterfield sofas and a gas flame fire within a bookcase feature wall adding to the character of the space. These are surrounded by different armchair groupings and a comfy L-shaped sofa to provide different zones where students can relax on their own or with their friends.

Client: McLaren Property Ltd for Hines/Aparto



The common room area also features a communal study area and a separate meeting room that the students can use.

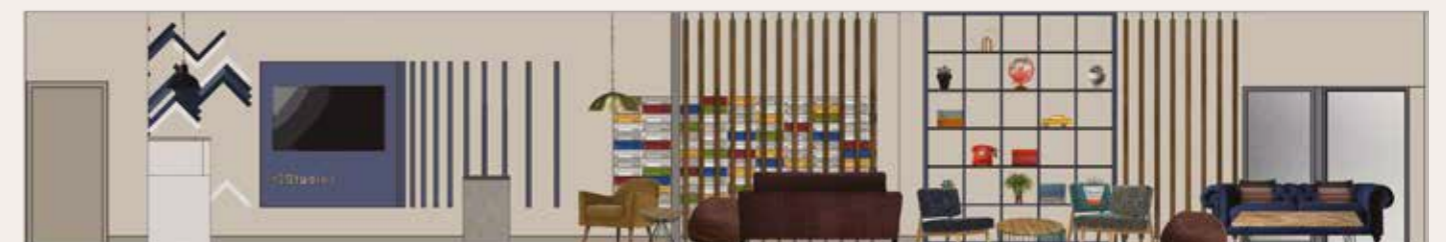
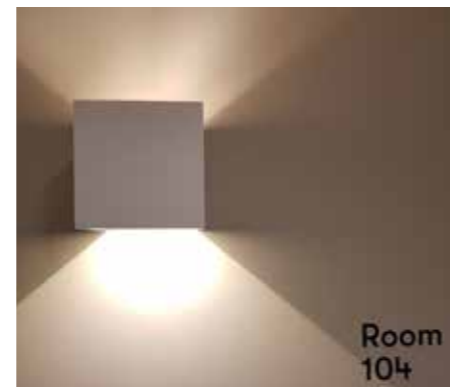


Reception lobby.

“The reception area is enhanced with a large digital screen, feature bookcase wall-covering and includes a coffee machine and pastry point for the residents. A communal study area and a separate meeting room that the students can use.”



Bedrooms vary in size from small compact studios to large apartment style spaces which are designed for couples - a first in this market area. All bedrooms have their own private bathrooms and kitchens.



Section through the student common room area.



Meadow Court Student Residence *Edinburgh*

Refurbishment of 33 apartments offering a range of 3, 4, 5 & 6 beds and construction of a new build common room. The refurbishment was undertaken within a tight off-season programme including new kitchens, lounge and dining areas, and all 148 bedrooms to provide a more contemporary student living experience.

The new build common room was constructed as a focal point for the scheme and our interiors team achieved a relaxed and modern feel within the space which includes group study facilities and a new private entertaining kitchen & dining room.

The building fabric features a palette of high quality materials and includes smooth stonework, larch cladding, extensive glazing with bi-fold doors that lead out to the new private landscaped courtyard, and a green roof system was included to reduce the building's impact upon neighbouring sites.

Client: McLaren Property Ltd.

“Refurbishment of 33 apartments and introduce a new common room hub with group study facilities and private entertaining kitchen & dining room to provide a more contemporary student living experience.”



Selected Experience

Workplace
Environments

Interior Design Getting Creative

The future of workplace design has changed over the past few years to be less corporate and more relaxed, creative and interesting environments.

01

Flexible work spaces

Future workplace design is more user led, with everyone having busy lifestyles the workplace is becoming more relaxed and more like a home away from home. We are seeing casual seating, comfortable sofas, coffee tables, juice bars and resting areas for workers to 're-charge' and be more productive through-out the day.



02



Break-out spaces

These spaces allow social gatherings for collaboration and learning with groupings of loose seating, stools & bean bags that can be moved around to suit the amount of people using the break-out space, decorative lighting, lamps and rugs are used for a more casual feel.

03

Health & wellbeing

It is estimated that people spend around 90% of their lives indoors. With such a high percentage of indoor activities we ensure that we create healthy environments for all users in the workplace and employers take the physical and mental work environment of their employees into consideration and incorporate inclusive design.



04

Biophilic design

Biophilic design incorporates natural lighting, ventilation, natural landscape features and materials for creating a more productive and healthy environment. It is known to enhance worker satisfaction, boost productivity and even reduce sickness. This can be achieved in any working environment by introducing plants and greenery, natural wood elements and lots of natural light.



05

Net zero carbon

Currently the building & construction sector contribute to 40% of the total carbon footprint. Many countries have now pledged that they will achieve net zero carbon by 2050. By buying local, repurposing and using recycled materials where possible as well as implementing design strategies that maximise natural light we can contribute to achieving a sustainably conscious scheme.



06



Digital culture

'Digital culture' describes how we interact with the internet and technology. It encourages organisations to adopt a workplace that motivates employees to try new things. This has resulted in a more 'intelligent' work environment. Workplace design is seeing more smart technology being used around the workspace.

Bringing hospitality design to this unique *‘Platinum WELL Certified’* standard workplace environment.

Bruntwood Coworking Spaces 111 Piccadilly *Manchester*

3DReid worked collaboratively with commercial office operator/developer, Bruntwood Works, to re-imagine the workplace and communal spaces at 111 Piccadilly.

We aimed to improve access and visibility of the building at the lower levels by enhancing and reshaping the external areas and adding a visually distinctive architectural element at the entrance. The client wanted the internal spaces to ‘feel like a hospitality environment’ with the added requirement for this to be a Platinum standard WELL accredited workplace environment, the first of its kind in the UK.

The space includes open cafe, private relaxation and open lounge areas with associated F&B facilities, meeting rooms and co-working areas and workspace.

3DReid provided Architecture and Interior design services on the redevelopment including the design of the new feature Gem — the building’s sculptured entrance. The Gem provides a communal area for people to gather and socialise – and a new independent cafe and lounge.

Client: Bruntwood Works

“Health and wellbeing is at the heart of the workspace with the installation of a ‘central nervous system’, a smart tech platform, has created the city’s most innovative workspace and uses data to enhance user experience.”

The Gem — sculptured feature entrance provides a communal space for people to gather and socialise.



111 Piccadilly cafe and lounge operated by Ancoats Coffee.



BCO Awards 2022 Fit out category (Finalist)
Architect of the Year Awards 2022, Interior Design (Finalist)
Mixology North 2021 Project of the year, Workplace Interiors (Finalist).



“111 Piccadilly was one of the first coworking spaces in Europe to achieve the Platinum standard WELL accreditation that takes a holistic approach to health in the built environment.”



West Village Leeds

West Village is part of Bruntwood Works Pioneer development in Leeds offering serviced office space and coworking with a focus on wellness, work-life-balance, and productivity.

Phase one is the fit out of 950 sqm of serviced workspaces. The workspaces provide 21 fully fitted and furnished flexible offices of a variety of sizes. It also includes a generous communal amenity space with a beverage counter, break out areas, lounge and short stay work areas. Seamlessly combines office suites, workspaces, meeting rooms and retail space all under one roof in the heart of Leeds.

Phase two Cat A/Cat B fit out of the existing Castle House, the construction of a new extension building with a courtyard, to connect these existing buildings and provide additional office and amenity space.

3DReid provided architectural and interior design services for both phases, which are complete.

Client: Bruntwood Works



Communal amenity space with a beverage counter, break out areas, lounge and short stay work areas.



“West Village is a new creative space that redefines the workplace of the future with a focus on wellness, work-life-balance, and productivity.”





Casual seating with sofas, lounge chairs, coffee tables and feature lighting creates a softer more homely environment.



Flexible workspaces and break-out areas extend over Lake Mere.

Alderley Park Cheshire

Alderley Park centre of excellence is the UK's largest single site life science campus offering bio science facilities for R&D focussed life science companies.

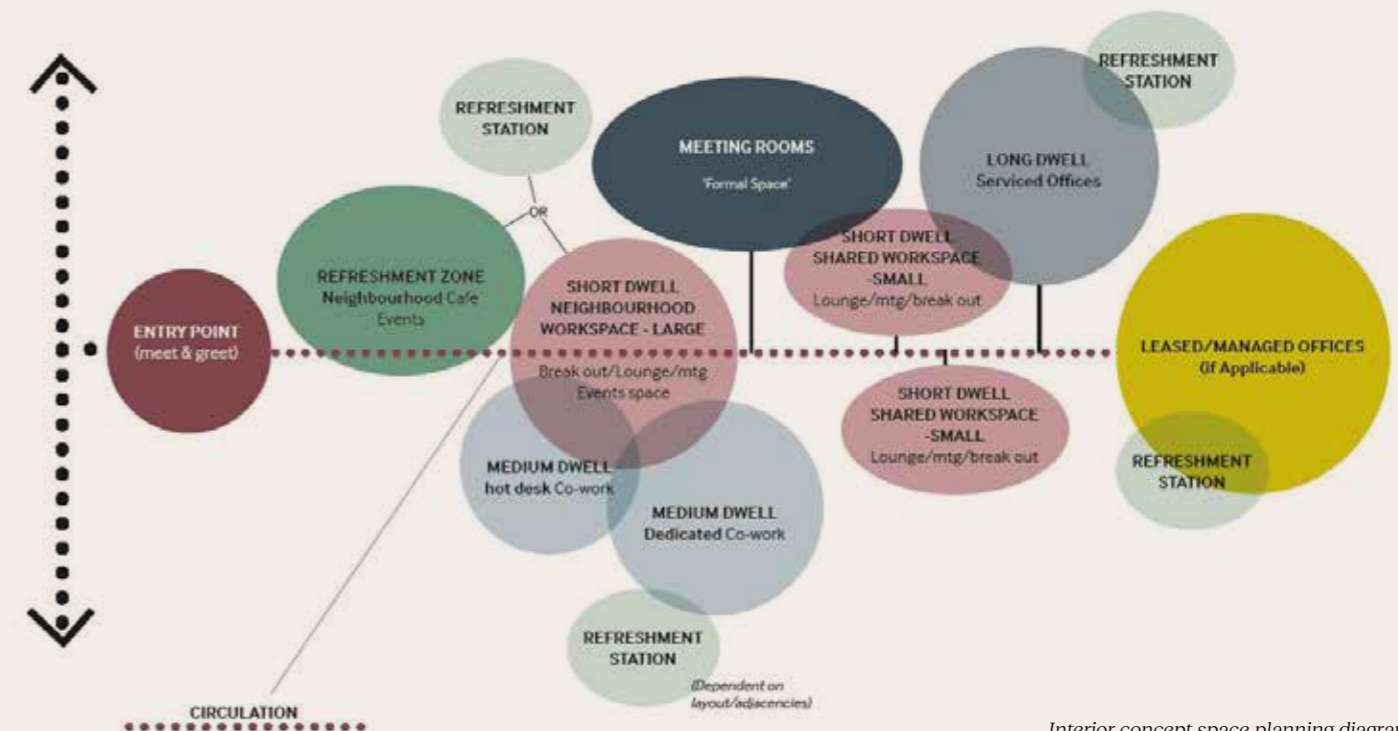
3DReid worked with Bruntwood Sci-Tech, to bring contemporary hospitality inspired design to Alderley Park Block 1, 12,000 sqft of serviced workspace including a central hub space. The brief was to renew and inspire, providing relevant office spaces, flexible workspaces and relaxed communal amenity overlooking the Estate's beautiful Mere.

Existing office accommodation was reconfigured and refurbished over three floors to provide a variety of individual offices, varying in size.

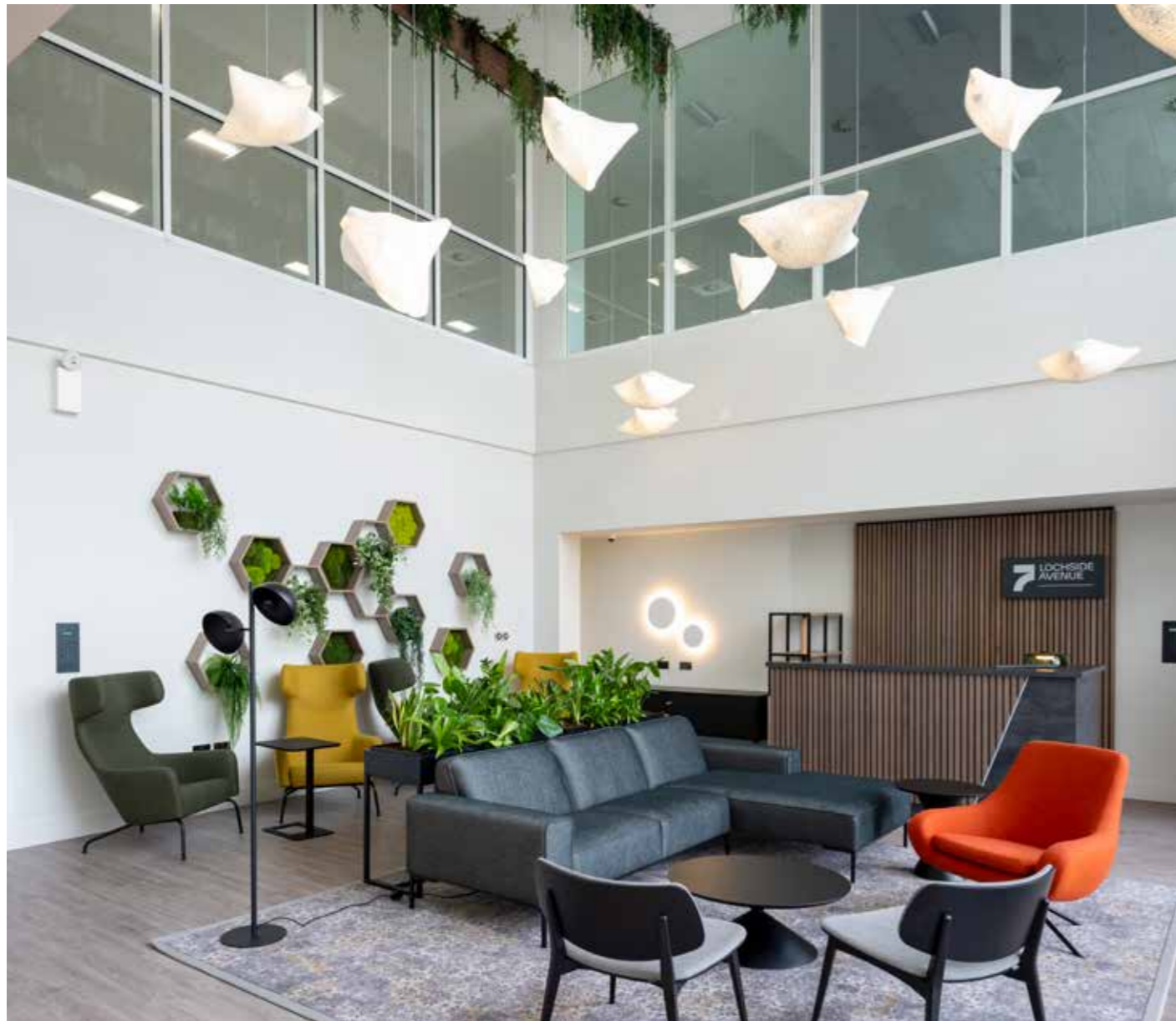
The workspaces provide a fully serviced offering for prospective Bruntwood customers and each floor has communal breakout areas and more informal social spaces.

The central hub space comprising communal co-working spaces, lounge, kitchen and semi-private meeting spaces is located in the existing building which extends over the lake (Mere). These spaces seem to float over the water where people can experience the beautiful, tranquil, view over the lake.

Client: Bruntwood Sci-Tech



Interior concept space planning diagram.



7 Lochside reception and lobby area.

7 Lochside Edinburgh

Located in the heart of Edinburgh Park, 7 Lochside occupies a prime West Edinburgh location and was constructed in the late 1990s. The building required a rethink to bring it up to modern standards for the ever-demanding workplace sector which resulted in creating flexible spaces of various sizes to reflect modern working practices. 3DReid provided full architectural and interior design services.

Our Client wanted to enhance both the external and internal elements and their brief was to soften the building using a hospitality led approach to the design. A key move was the atrium being remodelled by removing the main staircase so we could add additional floor area at upper levels to increase the lettable floor area and drive more revenue.

The Client wanted to create welcoming public areas for both tenants and their visitors to experience and this was achieved through lighter tones and soft furnishings to the reception and lobby areas, with softer pastel colours introduced to the toilet and changing facilities. Biophilia was an important aspect to the project and this is reflected through overscale plants and using feature hanging acoustic battens with greenery attached to the double height reception lobby ceiling. Bespoke pendant lighting to this space completes the design and integrates with the contemporary furniture and feature rug. 3DReid also worked closely with the client to curate the custom artwork and signage featured throughout.

Client: Danobe Securities Ltd



“Improving tenants arrival and impression was paramount to the project’s success. The decision to remove the main feature staircase to achieve this was a pivotal moment during the early design studies. This built trust between the Client and 3DReid and paved the way for a close collaboration on the project that yielded the final outcomes.”



Externally the building was reclad and reglazed in recognition of the clients drive towards lowering the assets carbon footprint. The cycling storage facility was redesigned and increased in size and the external areas surrounding the building enhanced and upgraded with new pavers and branded signage to improve kerb appeal.





Reception and lounge.



Reception lounge and meeting spaces.



Workspace interior view.

17 Quay Street Manchester

The former Direct Line Insurance building located at the junction of Quay Street and Byrom Street in Manchester. The 7 storey office building was built circa 2001 remained vacant for 24 months.

Our designs look to create a Grade A office space that is able to activate the ground floor and become an integral part of the St Johns Masterplan.

Our proposal looks to evolve the current building fabric and simplify the existing facades. We have proposed that the existing porticos along Quay Street and Byrom Street are removed, and new windows are installed to maximise daylight in to the office floorplate.

Client: Urbana Partners

As part of our refurbishment we created a new roof top amenity space.



Workspace interior view.



View from roof terrace.



View from the junction of Quay Street and Byrom Street.



40 Broadway London

40 Broadway provides approximately 100,000ft² of prime office space in close proximity to St James's Park in London.

The initial challenge was to combine two separate buildings with differing floor levels into one whilst at the same time strictly conforming to a consented planning envelope and façade treatment as well as maximising the potential net lettable space.

We have enhanced the quality of the floorspace in the lower levels by incorporating lightwells and rooflights where possible as well as landscaped terraces connected to the office space which offer views of St James's Park and Westminster.

The building is targeting a BREEAM 'Excellent' rating, Wired Score 'Platinum' rating and Well 'Platinum' Certification.

Client: Telson Capital



“Visual connectivity to St James Park was a key design driver. This informed a palette of natural materials used throughout the interiors of the building.”

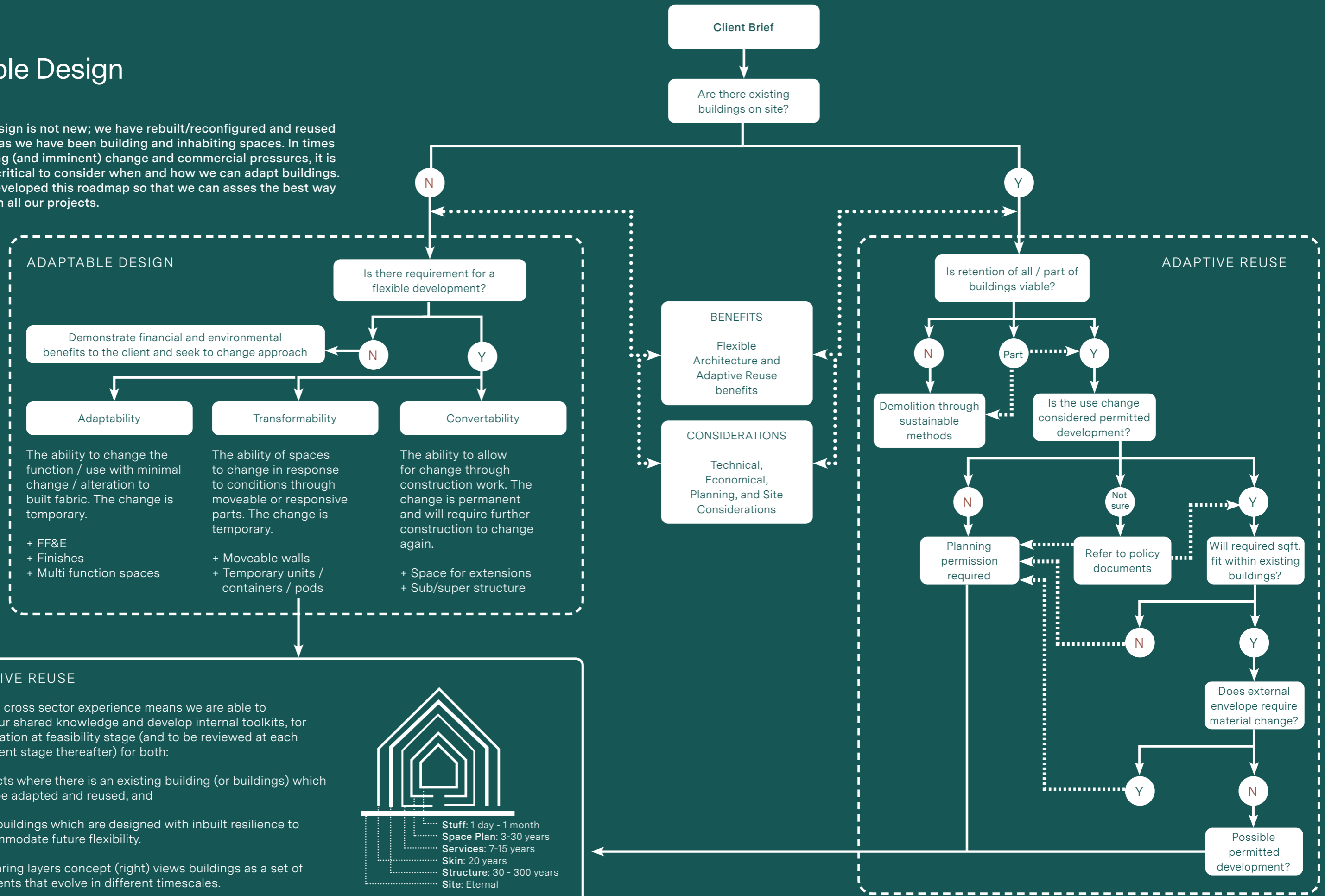
Section through 40 Broadway, illustrating sightlines to St James's Park.

Selected Experience

Flexibility
Adaptability
Sustainability

Flexible Design

Flexible Design is not new; we have rebuilt/reconfigured and reused for as long as we have been building and inhabiting spaces. In times of increasing (and imminent) change and commercial pressures, it is ever more critical to consider when and how we can adapt buildings. We have developed this roadmap so that we can assess the best way to approach all our projects.

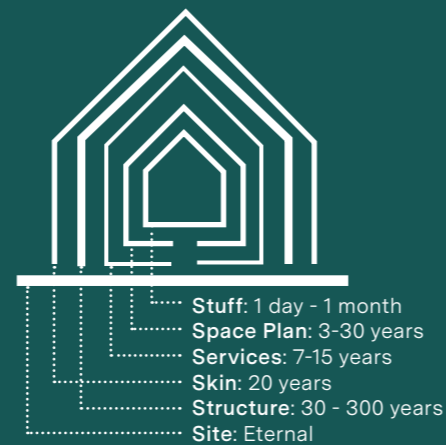


ADAPTIVE REUSE

3DReid’s cross sector experience means we are able to collate our shared knowledge and develop internal toolkits, for consideration at feasibility stage (and to be reviewed at each subsequent stage thereafter) for both:

- Projects where there is an existing building (or buildings) which may be adapted and reused, and
- New buildings which are designed with inbuilt resilience to accommodate future flexibility.

The shearing layers concept (right) views buildings as a set of components that evolve in different timescales.

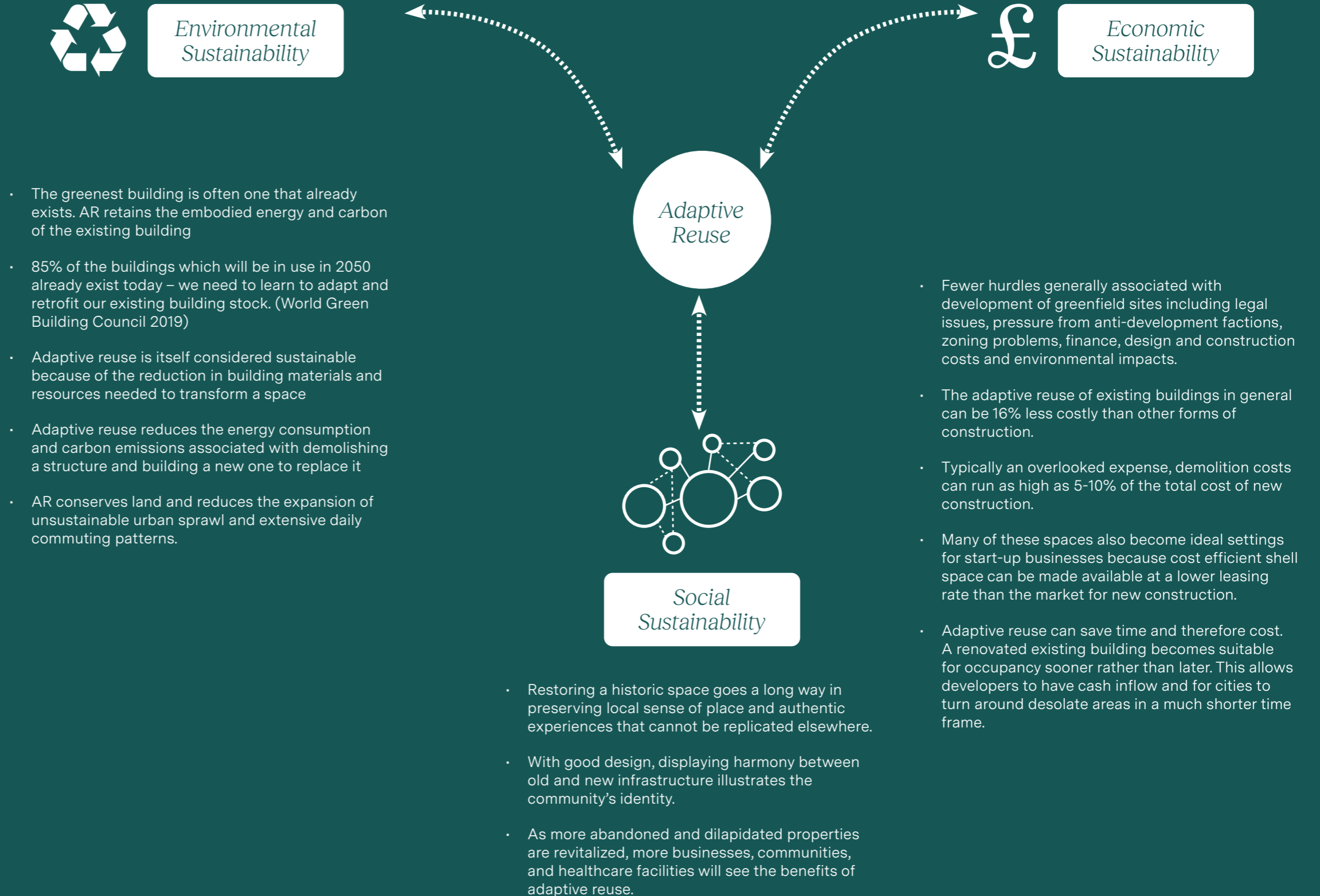


(Shearing Layers - Stewart Brand)

Adaptive reuse

The largest benefit of adaptable design is the ability to keep the built environment relevant and useful as time goes on. Occupant needs can change drastically even in the span of just a decade, and this typically results in the need for buildings to undergo renovations or other updates. If successful flexible and adaptable space is achieved at a reasonable price, then landlords would be able to respond to market conditions without altering the shell construction, thus maximising the return at all times, and minimising construction time and costs. With buildings that are purpose built and difficult to adapt the cost of refurbishment can be as high as new build.

Adaptable design offers an effective solution to the challenges that face designers in this new era of the sharing, collaborative economy. Ideally future savings would outweigh initial investment. Factors such as maintenance costs, life expectancy and cost of adaptations should be taken into account. By adopting an agile approach, designers and developers are creating truly innovative, configurable spaces that are fundamentally practical but unique to their setting.





The urban strategy for Central Quay, Glasgow puts placemaking at the heart of the design process.

How we support you in sustainability

We are RIBA 2030 Climate Challenge and Architects Declare signatories. We respect both commitments in our own processes and in the way that we work to support you in sustainability.

The RIBA 2030 Climate Challenge sets project targets for sustainability. In support of this, our in-house Environmental Management System (EMS) has been shaped to focus on our project work and minimisation of the associated Scope 3 emissions, and adopts the RIBA 2030 Climate Challenge targets. Our EMS is reviewed and updated annually, and is independently certified as ISO 14001 compliant.

Architects Declare have set twelve points for engagement by built environment professionals. We have made our own statement of the twelve points and the processes defined in our in-house EMS reflect them.

01 Raise Awareness

We will:
Prioritise sustainability in client and team interactions
Make sure that practice members and all stakeholders know our targets

03 New Goals

We will:
Recognise and reward sustainability in our own work
Enter our best projects for sustainability awards

05 Evaluate Projects

We will:
Use energy modelling (such as PHPP or CIBSE TM54) iteratively from project inception
Promote the best certification process (such as BREEAM)
Promote lifecycle carbon assessment
Promote post-occupancy evaluation

07 Whole Life Carbon

We will:
Determine how lifecycle carbon will be assessed at briefing
Ensure that building energy use is accurately modelled and that fossil fuel use is not disguised by offsetting
Promote low energy, low embodied carbon design that enables circularity and re-use

09 Collaborate & Re-use

We will:
Promote the use of reclaimed materials, including structural materials
Promote material passporting
Collaborate with like-minded clients, consultants and contractors

11 Minimise Waste

We will:
Design to enable low-carbon lifestyles and active travel, and minimise car dependency
Promote low carbon choices in our own practice life
Design spatially efficient buildings that minimise waste in construction

02 Change Fast

We will:
Engage with relevant professional groups and knowledge-sharing events
Publicise our own approach and targets

04 Share Knowledge

We will:
Identify project-relevant sustainability knowledge at briefing
Share our own R&D widely
Consistently state our values via the channels that are open to us

06 Upgrade Existing

We will:
Promote re-use or retrofit and avoid unnecessary demolition

08 Regenerate

We will:
Promote connections to nature
Promote natural regeneration where opportunities exist
Promote the use of natural, minimally processed materials from sustainable sources
Be aware of the potential for 'greenwash'

10 Low Carbon

We will:
Promote the use of low carbon structural materials
Ensure that all team members, including specification writers, give priority to low carbon materials
Communicate the demand for low carbon materials to suppliers

12 Climate Justice

We will:
Advocate for biosphere protection and defend the freedom of individuals to engage in such advocacy
Act in support of justice with respect to the environment consistent with our capacity to effect change.



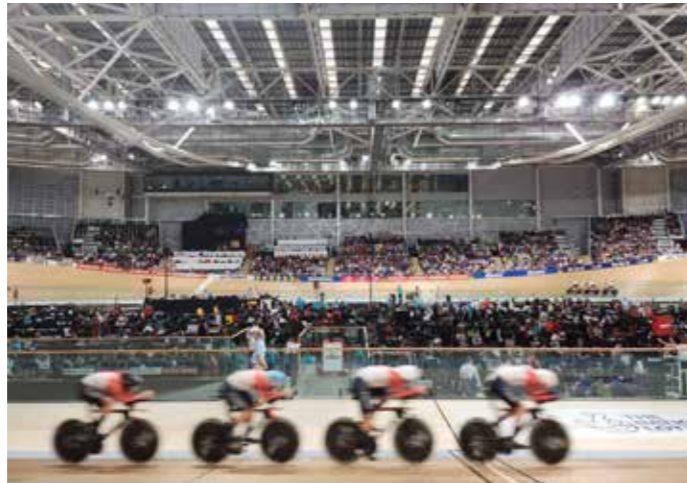
Retail / Primark Birmingham.



Aviation & Rail / Gibraltar Airport.

Cross Sector Expertise

Take a look at our work in further sectors. All of our brochures can be downloaded from our website: www.3DReid.com



Culture & Community / Sir Chris Hoy Velodrome & Emirates Arena, Glasgow.



Hospitality / The Address, Glasgow.



Workplace / One Angel Square Manchester.



Residential / Cheval Gloucester Park, Kensington, London.



Industry & Technology / Farnborough Airport Hangars.

“We help to establish and grow brands and businesses through strategy and design. Creating spaces that truly connect with people. Our designs are beautiful, functional and intuitively tell human stories.”

*Nicolle Cairney
Associate, 3DReid*

Spaces that work,
beautifully.

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