



# FEILDEN FOWLES

## PRESS ENQUIRIES

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## PRESS RELEASE

# IDEO'S NEW ROOFTOP STUDIO, CLERKENWELL, LONDON

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Feilden Fowles has completed a new London studio for global design and innovation firm IDEO.

The new two-storey Clerkenwell studio occupies a rooftop extension to Herbal House, a refurbished printworks originally built in 1928 for the Daily Mirror, and later occupied by Central St Martin's and London College of Printing.

The design celebrates the industrial heritage of the original building, whilst introducing warmth through the timber floor and joinery throughout to soften the interiors. These materials create a landscape of graded spaces to facilitate a spectrum of working modes, from intimate phone booths to various meeting rooms and areas, individual work stations and an outdoor terrace large enough to host events as well as boasting spectacular views across central London.

IDEO has a team of 700 across nine studios worldwide (other locations include Munich, San Francisco, Palo Alto, New York City, Cambridge (MA), Chicago, Shanghai and Tokyo). All of its studios are different - each designed to capture and celebrate its local culture. Since the beginning, London has been an important part of IDEO's heritage, as it's here that celebrated British designer, Bill Moggridge, founded one of the firms that later merged to become IDEO.

The new studio accommodates a team of up to 80 over two levels. It conveys openness, creativity and community, three of IDEO's core values, as well as capturing the company's design spirit. The strategy has been to make the interior as open and fluid as possible so that all spaces benefit from clear sightlines and natural light, as well as an atmosphere of communality.

The interior accommodates varying degrees of permeability - with lightweight curtains, three-quarter height divider walls and transparent partitions on enclosed meeting spaces. A new stair at the centre of the space connects the two levels and creates a lively hub around the coffee bar, which links to the kitchen above.

Founded in 1978, IDEO has a heritage in product design, famously creating the first-ever computer mouse for Apple in 1980. Today, IDEO applies the principles of human-centred design to help its clients solve their most pressing business challenges and transform the direction of their organisations, so that they have a lasting and positive impact in the world. Its clients include governments, startups and multinationals.

Luis Cilimingras, partner at IDEO London, says:

“We help companies to create the conditions for innovation, so it was an interesting challenge for our team to turn its gaze inwards and think about what that meant for IDEO.”

Feilden Fowles has balanced a loose-fit, future-enabled design which is flexible enough for the long-term, while also answering the need for open plan, flexible workstations; project rooms to accommodate different sized groups; formal meeting rooms for formal/client presentations; and informal break-out spaces to provide breathing space – all within a unified and welcoming space.

Communication is central to IDEO’s working practice, so examples of IDEO’s work and creative process are showcased from the point of arrival. The route from the lift lobby into the main space features projects and ideas along the display wall. Highlighting the importance of storytelling, the wall creates a narrative that leads visitors along a journey. Beginning with an information wall, the path leads through to display booths before the wall turns into a series of small niches and meeting rooms, providing more intimate spaces.

Physical prototyping is another key part of IDEO’s process, so it was crucial that the new studio offered space for making and building. A workshop is immediately visible on arrival, making IDEO’s work tangible, and celebrating the importance of making at the heart of IDEO’s design thinking process. Positioned at the threshold to the studio, the generous new workshop is accessible to all.

At the centre of the space, IDEO staff can congregate around a convivial kitchen and coffee bar setting, creating an atmosphere of everyone being welcome ‘around the table’.

Emilie Colker, managing director of IDEO London, says:

“This is a warm, creative space that’s built for collaboration — whether within our team, with the wider London community, or with our clients. Every architectural decision is a reflection of what matters to us. Because of that, the environment enables us to live our values and do our best work for clients seeking impact.”

Sue Siddall, partner and executive managing director of IDEO Europe, says:

“The new studio is so alive with IDEO’s heritage and culture that it’s hard to believe we haven’t been here forever. In Europe, as all over the world, businesses stand on the brink of great change. Our new London studio is a sign of IDEO’s commitment to help them face this with confidence, so their organisations can thrive in any future.”

Fergus Feilden, Director, Feilden Fowles, says:

“We thoroughly enjoyed developing the brief and design alongside IDEO, a process made all the richer due to the interaction between two creative companies. The flexible spaces and plan reflect IDEO’s community and culture and have been realised through a rich material palette balancing the industrial heritage of the building with a refined and crafted aesthetic using European Ash joinery, felt and cork.”



## NOTES TO EDITORS

<b>Address</b>	Herbal House, 8 Back Hill, London EC1R 5EN
<b>Gross internal floor area</b>	900m <sup>2</sup> plus terrace
<b>Commissioning client</b>	Lorraine Clarke, Experience Director, IDEO London
<b>Architects</b>	Feilden Fowles
<b>Main contractor</b>	MWA
<b>Structural Engineer (staircase)</b>	Structure Workshop
<b>M&amp;E consultant/contractor</b>	Leonard Engineering & Design Associates, Kinloch & Sons
<b>QS</b>	MWA
<b>Joinery</b>	VRDC
<b>Project manager</b>	David Reynolds
<b>Photographer</b>	© Peter Cook

**Feilden Fowles**

Feilden Fowles is an award-winning London-based architecture practice, founded in 2009 by Fergus Feilden and Edmund Fowles. The practice specialises in delivering socially and environmentally sustainable buildings across a variety of sectors, and aims to make architecture that is rich in character and distinct in identity. The projects often interpret historic, cultural or vernacular references to generate clear concepts with a legible diagram. Structural integrity and tectonic expression drive the detailed design process to deliver buildings that are at once robust and well-built. Current commissions include the Fraternity Project at Carlisle Cathedral; the ongoing strategic masterplan for Ralph Allen School, Bath; and student accommodation at Green Templeton College, University of Oxford. Built works to date include arts and cultural buildings, educational projects, heritage, workplace and residential. Examples include The Weston visitor centre and gallery at Yorkshire Sculpture Park, Wakefield; Charlie Bigham's Food Production Campus, Somerset; The Lee Centre, an Applied Learning Centre at Ralph Allen School in Bath; the Fitzjames Centre, Hazlegrove School; and Waterloo City Farm, where the practice's new, award-winning studio is located.

The work of the practice has been recognised with a number of awards, including most recently the 2019 RIBA Stirling Prize shortlist, a 2019 RIBA National Award, RIBA Yorkshire Client of the Year and RIBA Yorkshire Building of the Year for The Weston, Yorkshire Sculpture Park; 2018 RIBA South West Building of the Year for Charlie Bigham's Food Production Campus; 2018 RIBA London Award and a Commendation in the New London Awards Mayor's Prize 2018 for Waterloo City Farm; 2017 RIBA London Awards and 2017 Wood Awards for Feilden Fowles' Studio; 2014 RIBA National Awards and 2015 Civic Trust Awards for The Lee Centre, Ralph Allen School. The practice received the inaugural Young Architect Award in the American Institute of Architects (AIA) UK Excellence in Design Awards in 2015 and BD's Young Architect of the Year Award 2016.

[www.feildenfowles.com](http://www.feildenfowles.com)

IDEO is a design and innovation firm that helps transform organisations so they can create a lasting positive impact in the world. Founded in 1978, IDEO designed the first-ever laptop and computer mouse. Since then, it has pioneered the principle of design thinking, which it uses to help businesses solve their biggest challenges and lead people through change. Its clients include governments, startups and multinationals – from Zalando to Ford, Levi's and IKEA.



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