



interior options commercial interiors

Innovative and practical fit-out and office furnishing solutions for the commercial work space.

VISION - DESIGN - CREATE

CASE STUDY

Client: **ETC**

Location: **Greenford, London**

Sector: **Technology | Retail**

Size: **31,000 sq ft**

Value: **1.8 Million**





SCOPE OF WORKS

- | | |
|----------------------------|----------------------------|
| Workplace Consultancy | Electrics |
| Design Concepts | Lighting |
| Office Fit-Out | Fire Alarm |
| Furniture | Access Control |
| Feature Stair & Balustrade | CCTV & Intruder Alarm |
| Partitions | Tea Points |
| Suspended Ceilings | Reception Desk & Cafe Area |
| Flooring | Wall Cladding |
| HVAC | Window Furnishings |

CLIENT BACKGROUND

Since its inception in 1975, ETC has transformed into a powerhouse in the world of event lighting technology, captivating audiences and enhancing performances across the globe. With a comprehensive range of products spanning control consoles, rigging hoists, and stunning architectural lighting fixtures, it is ETC's cutting-edge equipment that illuminates the stage, creating immersive and unforgettable experiences time and time again.



THE BRIEF

The company was relocating its UK headquarters to Greenford and wanted to integrate elements of its existing headquarters and logistics into a newly designed space while optimising the logistics operation and working environment.

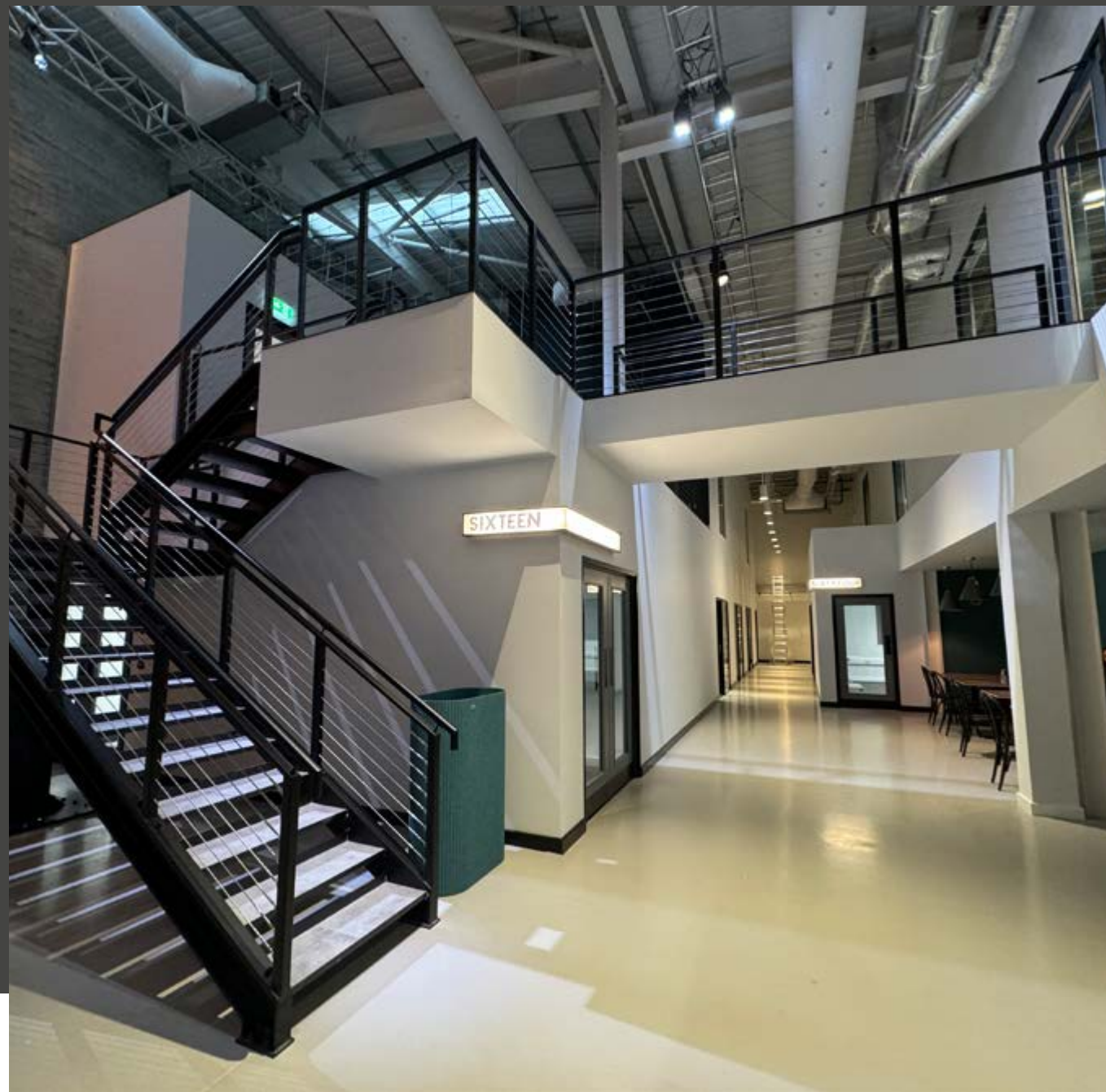
The ambition was to create a workspace that boosts both productivity and employee satisfaction, with the focal point of the building being revamped into a modern and engaging themed space for customers and delegates.





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THE DESIGN

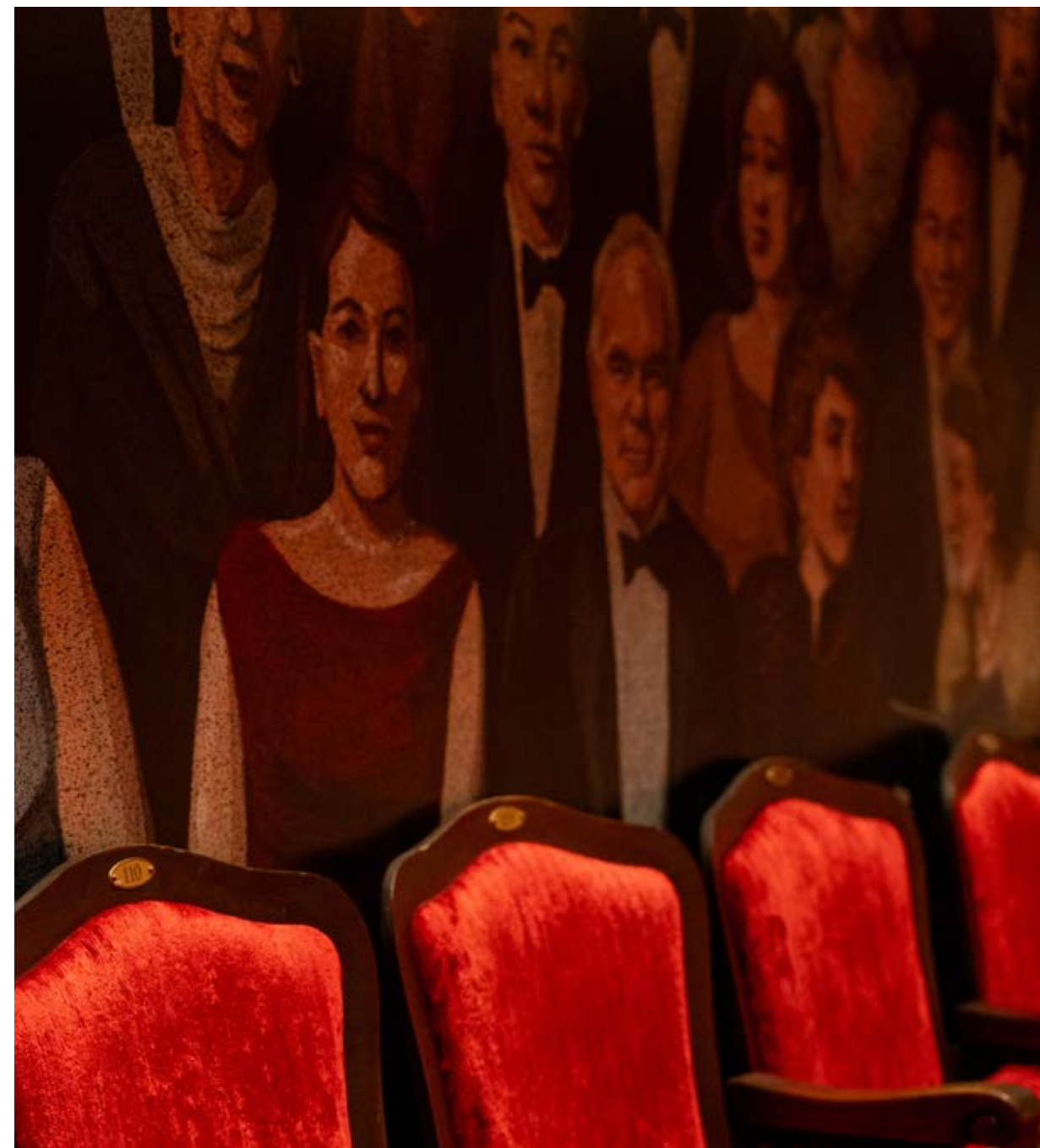
The unique design was configured through multiple workshops detailing light levels and technology specifications for each space.

High-quality finishes, items of furniture and the original playhouse mural were carried over from their previous workspace and integrated with newly selected finishes and furnishings.

THE 'PLAYHOUSE' MAKING EVERY INTERACTION UNFORGETTABLE

The 'Playhouse', a dynamic product training and demonstration centre, has and continues to capture the essence of ETC's offerings. Inside, the original 1800s American theatre scene creates an environment where functionality meets flair. The stunning mural depicts an eyeless theatre audience, with one unmistakable character standing out from the crowd: Fred, the visionary founder of the business, has his watchful eyes following you as you move through the room. This setting guarantees that every interaction is unforgettable and showcases the innovation behind each product.

Outside, the vibrant streets of the New York theatre district have been recreated with brick and concrete walls, illuminated by period-style signage that leaves all who visit in awe.

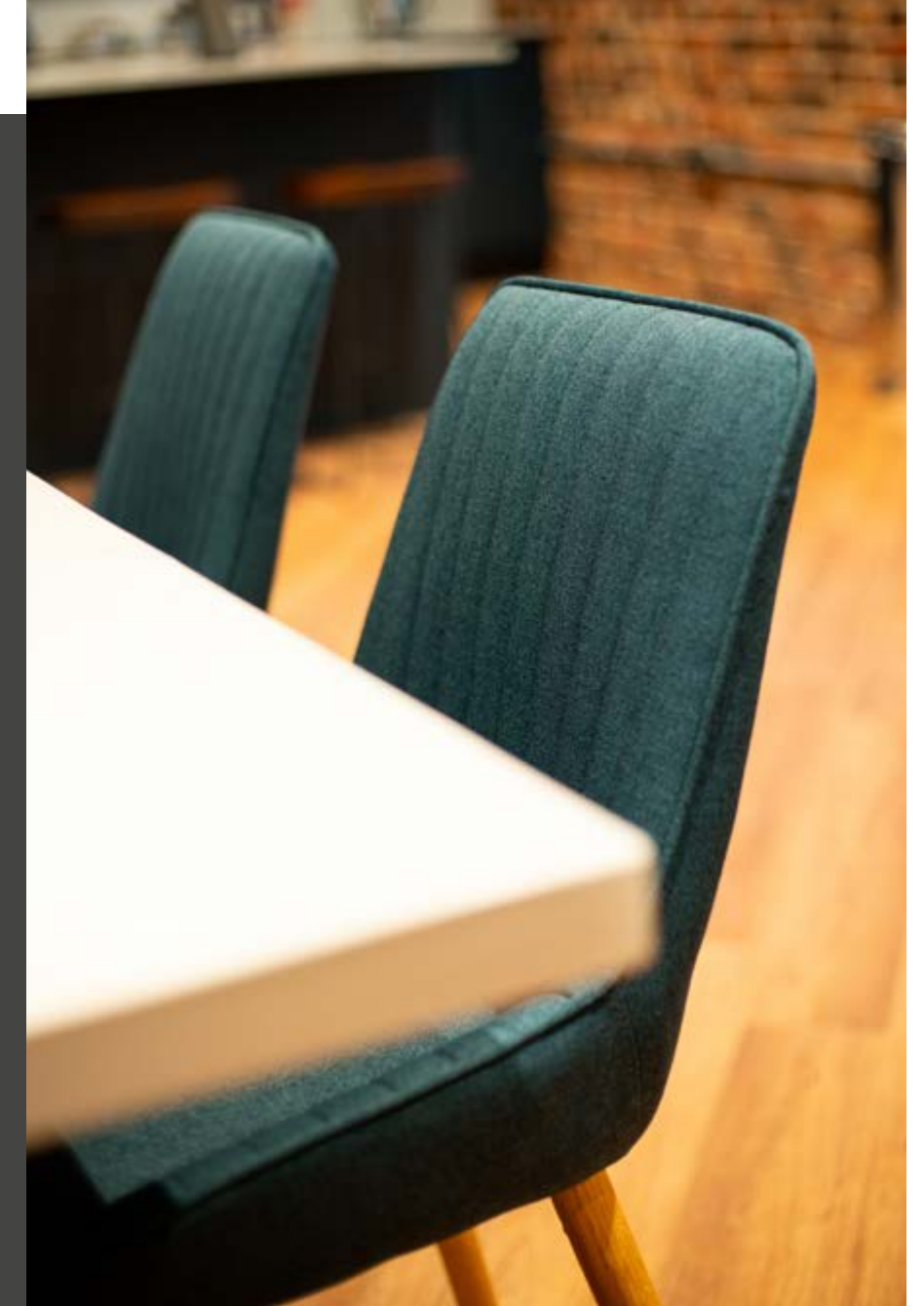




TEAM WELFARE

The new freestanding mezzanine floor extension houses additional office and administration spaces alongside the main meeting room. Positioned at the centre of the building, this area is designed to enhance the overall working environment by seamlessly integrating with the creativity of the feature spaces.

A galleried bridge, crossing the theatre district street scene below, connects the front office compartment to the company's open area breakout space overlooking the main 'Customer and Delegate' zone. This part of the workspace is a lively, social area where teams can gather around, enjoy a coffee, work and relax in an open, upbeat atmosphere.







ENGINEERING AREA

The 'Engineering Area' provides teams with a contained environment equipped with workbenches and a workshop that crucially retains strategic ease of engagement with the design, administration and logistics aspects of the business.

This former 'undercroft' space is supplemented by informal collaboration spaces, individual offices and additional core staff welfare facilities. The core electronics and lighting control systems are easily accessible from this space, which has been planned to maximise the efficacy of this operation.



LOGISTIC CENTRE

The 'Logistics Centre' in the warehouse features updated pallet racking and cantilever racking systems specifically designed to increase capacity, improve ease of storage and streamline the movement of products.

This facility is the epicentre of activity, expertly managing the swift transportation of equipment to ensure every project and event runs seamlessly.





WORLD-CLASS LIGHTING TECHNOLOGY

Integrated technology, specifically within the lighting design, was essential in spotlighting ETC's global brand and products.

From sophisticated lighting control systems at the 'Playhouse' to expertly showcasing the client's lighting products in a manner that both complements the environment and guarantees optimal performance and compliance, every space has been significantly enhanced by cutting-edge lighting technology, reinforcing the company's position as pioneers in their field.

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