

🔍 CASE STUDY



SPORTS SPONSORSHIP
COMPANY

4,600 SQ FT

PRESTIGIOUS LONDON
RIVERSIDE LOCATION

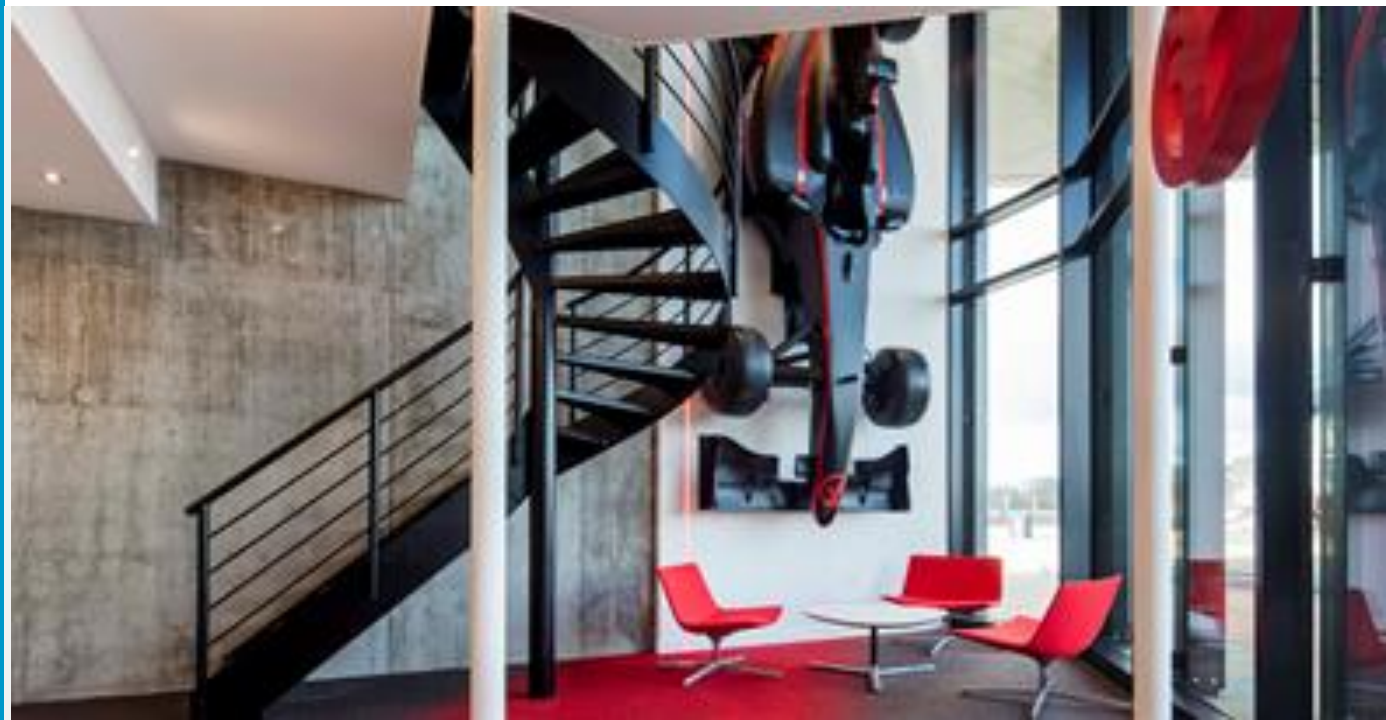
PROVIDES THE 'WOW'
FACTOR FOR VISITORS

FULL MECHANICAL AND
ELECTRICAL INSTALLATION

COMPLETE SHELL AND
CORE FIT OUT

NEW MEZZANINE
EXTENSION

COMPLEX PLANNING AND
LANDLORD APPROVALS



WHAT'S THE STORY...

Right Formula provide marketing services to companies that sponsor Formula 1, World Class Golf tournaments as well as the Red Bull air events.

Blue Jelly were selected to fit out the complete 'shell and core' of this fabulous location along side the Thames, following a competitive pitch which included concept designs and detailed budgeting. The project included a mezzanine floor, a bespoke staircase and a full mechanical electrical installation.

A McLaren Formula 1 car was then hung within a double height atrium to provide the 'Wow' factor and to represent the client's culture, brand and industry sector.

Key drivers for the project included the creation of a light, bright and dynamic professional workplace. A new sublet area was also created for future expansion. One of the key challenges was to obtain planning and landlord approvals to achieve an ambitious build and relocation date. On completion, stringent compliance to landlord protocols to connect with their own system was adhered to.

Through clever design employee's wellbeing was considered by the inclusion of sit / stand working and meeting environments. A fabulous staff breakout area is illuminated by adding a new LED lighting system and an all new cooling and fresh air system; all aspects of which assist in creating this impressive and positive workplace.

