Workplace
Design Experience

3DReid

Contents

01 Sustainable Workplaces

02 Five R's of Repurposing

03 Flexibility & Adaptability

04 Interior Design

05 Mixed Use Masterplans

06 Efficiency & Delivery

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.

Our team

Rob Phillips is head of workplace and works closely with John, Chris, Nab, Niamh & our team of over 120 people across five studios.
Our work within the commercial sector varies from large city centre headquarter buildings to innovative business and industrial park models.

Nab Speakes, Managing Director

Rob Phillips, Head of Workplace.

John Bovill, Director

Chris Dobson Director

Niamh Mathews, Associate.

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

About us
Our expertise

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.

Workplace Design
Experience

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 have developed a range of schemes which inform the latest thinking in workplace design. We also provide interior fit-out and design services for occupiers and have been instrumental in the development of BCO Specifications.

Quality of environment and well-being are at the core of our approach to design. 111 Piccadilly in Manchester, for Bruntwood, is one of the first co-working spaces in Europe to achieve Platinum Standard WELL certification.

We have helped to advance sustainability in office design, as the architects of BREEAM Outstanding rated One Angel Square in Manchester and a number of BREEAM Excellent rated buildings across the UK. We are currently developing a net zero carbon city centre scheme in Edinburgh.

3DReid has a strong reputation for innovation. We have collaborated with Loughborough University, Laing O'Rourke and Buro Happold to pioneer a number of initiatives including the radical streamlining of the construction process with the aid of BIM technology, research into adaptable buildings, 'Multi-space' design and the 'Customised Office Solution'.

More recently our Future Labs group have researched Adaptive Re-use for retrofitting buildings, the 'Future of Workspace' and are currently developing generative design to assess the impact of façade design on thermal performance and daylight.

VASTINT
LAING O'ROURKE
The co-operative
STOFORD
bruntwood
ALLIED LONDON
NFU Mutual
Scottish Enterprise
MELFORD.
MARICK
COLUMBIA THREADNEEDLE INVESTMENTS
CALTHORPE ESTATES
bam
SALMON
Landsec
Tellon Capital
LaSalle INVESTMENT MANAGEMENT
AVIVA

George Road was the first commercial building in Birmingham to achieve a BREEAM 'Excellent' rating.

Sustainable Workplaces

01

Selected Experience

As signatories to Architects Declare and the RIBA Climate Challenge 2030, where our ambition is for all new buildings to meet Net Carbon Zero within the next decade, we champion the financial, social and operational benefits of sustainable design to all our clients and fellow consultants.

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

02 Change Fast

We will:

Engage with relevant professional groups and knowledge-sharing events

Publicise our own approach and targets

03 New Goals

We will:

Recognise and reward sustainability in our own work

Enter our best projects for sustainability awards

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

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

06 Upgrade Existing

We will:

Promote re-use or retrofit and avoid unnecessary demolition

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

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'

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

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

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

12 Climate Justice

We will:

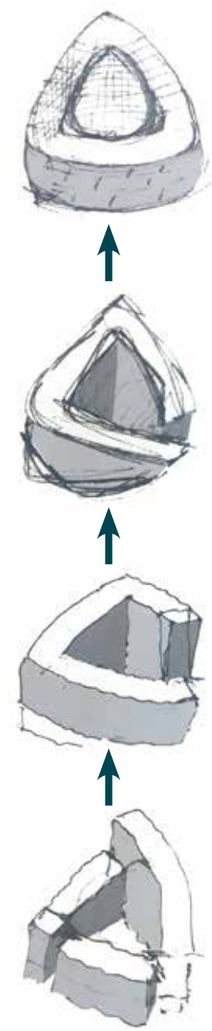
Advocate for biosphere protection and defend the freedom of individuals to engage in such advocacy

Act in support of justice with respect to the environment consistent with our capacity to effect change.

RICS Awards 2013, Design & Innovation (Winner)
RICS Awards 2013, Overall Project of the Year (Winner)
RIBA Awards 2013, North West Region (Shortlisted)
BCO Awards 2013, North West Region (Joint Winner)
BCO Awards 2013, Corporate Workplace (Winner)
Manchester Society of Architects Awards 2013 (Winner)

Co-operative symbols of collaboration, unity and strength, the wheatsheaf and the beehive were important visual references for the design.

With a blending and rounding of the edges the 'agent' scheme morphed from three distinct blocks into one homogeneous shape that eventually became the 'winter garden'.



One Angel Square *Manchester*

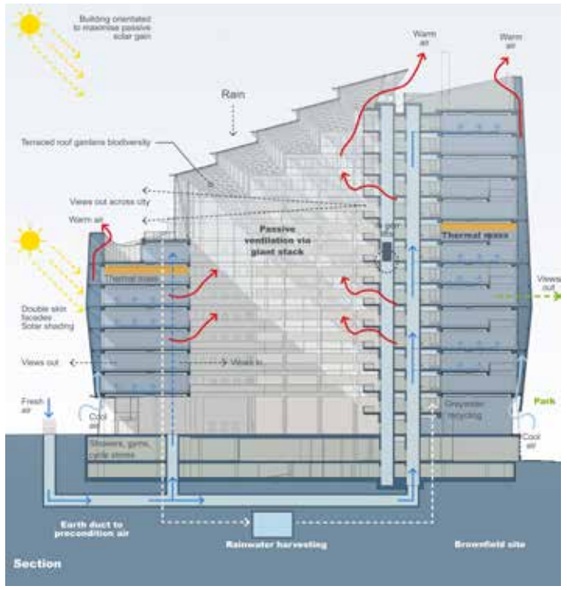
Multi award winning, low energy *highly sustainable* HQ

A step change in *efficiency*

The *largest* office building in Manchester city centre

BREEAM *'Outstanding'*, a new national benchmark in sustainable design 95.16%

Using the latest *BIM software* and techniques.



One Angel Square aerial view.

One Angel Square
Manchester

One Angel Square is an award-winning £100 million low-energy, highly sustainable new headquarters for the Co-operative Group in Manchester city centre.

The building is designed to facilitate an ambitious programme of change and transformation within the workplace, introducing flexible working practices, offering choices about how and where staff can work.

At 500,000ft² this is the largest commercial office building in Manchester, and with a BREEAM 'Outstanding' rating, scoring 95.16%, sets a new national benchmark in sustainable design within the commercial sector. We designed the project using the latest BIM software and techniques.

Client: The Co-operative Group

"3DReid's considerable design flair delivered options which stretched our thinking yet left us comfortable and confident that the outcomes would be a positive step change for the business."

Property Director
The Co-operative Group

Atrium rooflight.

One Angel Square entrance.

Flexible workspaces.

Breakout spaces overlooking the atrium.

Outdoor terrace.

Rosebery House
Edinburgh

Rosebery House is a significant new net zero workplace building in Edinburgh's Haymarket.

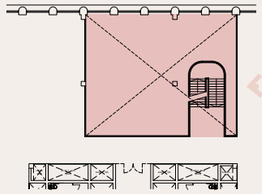
The Rosebery House project targets net zero carbon in operation through efficient energy design, extensive use of photovoltaic panels, careful consideration of glazing ratios and glass shading, using deep reveals, and reductions in embodied carbon through structural optimisation. The scheme is all-electric and will eventually use only renewably generated electricity.

Client: Aviva Life and Pensions UK Ltd

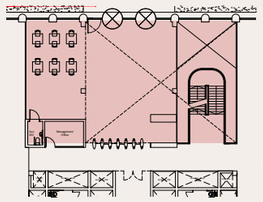
Net Zero Carbon in Operation: Projected Performance

Envelope performance: reduction of space/heating cooling demand to 8 kWh/m² (vs LETI target of 15kWh/m²).

Regulated energy use: 27.1 kWh/m² (vs the UKGBC 2025-2030 target of 55kWh/m² and the Paris Proof Target of 30kWh/m²).



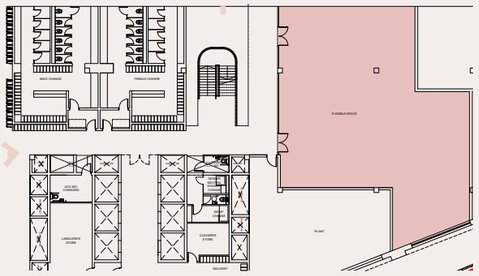
First floor lobby.



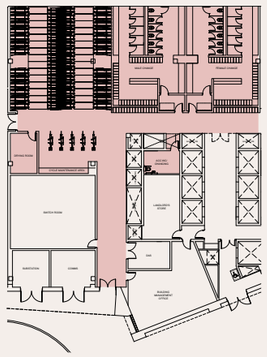
Ground floor lobby.

A vibrant active entrance.

Visual connection between floors and spaces.



Lower ground flexible space.



Cycle facilities.

End of journey facilities.

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 targeted a BREEAM 'Excellent' rating, Wired Score 'Platinum' rating and Well 'Platinum' Certification.

Client: Tellon 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.

Staffordshire County Council Offices
Staffordshire

Our scheme delivers 135,000 ft2 of high quality contemporary office space across two buildings linked by a new town square. The ground floor incorporates a mix of retail and leisure uses around a sequence of smaller public spaces to maximise the amount of visible active frontage and create a natural extension to the town centre.

Sustainability issues fundamentally informed the design approach, from mitigating energy consumption to 'future proofing' the finished building. The building achieves a BREEAM 'Excellent' rating and a European Energy Performance of Buildings Directive Rating 'A'.

Client: Stoford Developments for Staffordshire County Council

Sketch plan.

Inovo II proposed pioneering speculative office building.

Inovo II
Glasgow

A proposed pioneering speculative office building, in Glasgow's Merchant City, with extensive public realm. A flexible, collaborative, people-centred workspace designed for firms eager to innovate through partnership with academia and industry.

The open-plan ground floor effortlessly connects the street, welcoming the wider world with an appealing directness and transparency, the introduction of active frontage to Albion Street, in the form of flexible office or retail space, adding value and buzz to the existing pedestrian thoroughfare.

The proposed building was designed BREEAM 'Excellent', an 'A' EPC rating and capable of achieving a Wired Platinum score.

Client: Scottish Enterprise

Centenary House
Glasgow

75,000ft² landmark office development in the centre of Glasgow built over 10 storeys.

Replaces a dated prefabricated concrete building with a simple, flexible glass box solution, which meets the client's aspiration for grade 'A' space with plenty of natural light. The building achieved BREEAM 'Excellent' rating.

Client: BAM Properties Ltd

Centenary House landmark development.

Five R’s of Repurposing

02

Selected Experience

Our award winning re-purpose experience ranges from light touch, soft refurbishments to full-scale site redevelopment and everything in between. Our work to breathe new life into tired assets demonstrably creates added value through enhanced asset value and increased rental income.

We define our approach as the 5 R's of Repurposing.

Rethink

The world around us is changing faster than before. The climate crisis, Covid pandemic and changing consumer behaviour are having a major impact on our relationships with buildings. Our buildings must adapt and evolve to remain relevant. In the feasibility stage we use our repurpose research to make sure we are thinking of an existing asset sustainably and futureproofing our design so that anything we build is adaptable in the future.

The following pages showcase some exemplars where we have brought failing assets back to life.

1

Refresh

A lick of paint

From a lick of paint to new windows, a new entrance, new flooring a refreshed interior design scheme. Small interventions can make a big impact.

36 North Castle Street
Edinburgh

2

Remodel

Cut and carve

Reshaping buildings within their existing structures can radically change the way they are used. We look at the flow and access to improve the overall efficiency of the floor-plate impact.

Norloch House
Edinburgh

3

Reclad

New facade

New façades can improve both the look and performance of a building. Intelligent skins that can make a building work for you while the design of a facade can create a strong brand presence on the high street.

The Switch
Slough

4

Resize

Extend

Whether up or outwards sometimes a building needs more space to fulfil its function. How a new building intersects with the existing needs to be carefully considered to optimise the gain.

132 Princes Street
Edinburgh

5

Recreate

Radically remodel

When an asset is failing sometimes it takes a radical rethink, this might be changing to be a mixed use scheme or radically redesigning the way the space works.

ABC Buildings
Manchester

West Village Phase 2
Leeds

West Village forms part of Bruntwood SciTech's Pioneer development, centred on wellness, work-life balance and productivity. This award-winning transformation has unified Castle House and West One into a single workplace estate, with innovation, sustainability and employee wellbeing at its core.

Now complete and recognised as the *BCO Corporate Workplace Regional Winner for the North of England, North Wales and Northern Ireland*, the project was delivered in two phases. Phase 1 introduced 950 sqm of flexible serviced workspace, while Phase 2 delivered a Cat A and Cat B fit-out across a 115,000 sq ft estate following Bruntwood's acquisition of Castle House.

Previously operating as two separate perimeter-block buildings with independent entrances from Wellington Street and Lisbon Street, the development reimagined the former service yard as a landscaped central courtyard and shared entrance, creating a clear heart for the campus.

A 20,000 sq ft architectural extension featuring a green wall, blue-green roof and landscaped terraces physically and visually connects the buildings, while enhancing amenities and supporting Bruntwood's ambitions for cultural vibrancy, wellbeing and sustainability.

Moving away from the traditional reception model, West Village features an open-plan arrival experience that prioritises flow, community and collaborative working within a flexible workplace environment.

Client: Bruntwood Works

Co working spaces.

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

Entrance with cafe, lounge and work spaces.

Lounge space.

Aerial view.

View from the courtyard.

View from the junction of Quay Street and Byrom Street.

Quoin, 17 Quay Street
Manchester

The six storey office building was built circa 2001 and sits within the Deansgate Conservation Area. Working closely with the Urbana it was the ambition for the team to create a new Grade A office space that would become integral to the St Johns Masterplan. Our experience of working along Quay Street meant that we understood the importance of having an active but flexible ground floor that could compliment out developments at ABC and OGS.

Our proposal was focussed on evolution rather than revolution and as such we looked at how we could reuse and simplify the existing facades.

Where previously large porticos were the key feature along Quay Street, we saw an opportunity to extend the existing floor plates and create large, structured windows in order to maximise daylight within the office floor plate. Utilising key moves like extending the floor plates, removing a redundant lightwell and reconfiguring the access to the cores meant that we were able to improve the net internal area by 15%.

Quoin has achieved BREEAM Excellent, EPC A, and Wiredscore Platinum accreditations.

Client: Urbana Partners

Quay Street Before

Quay Street facade.

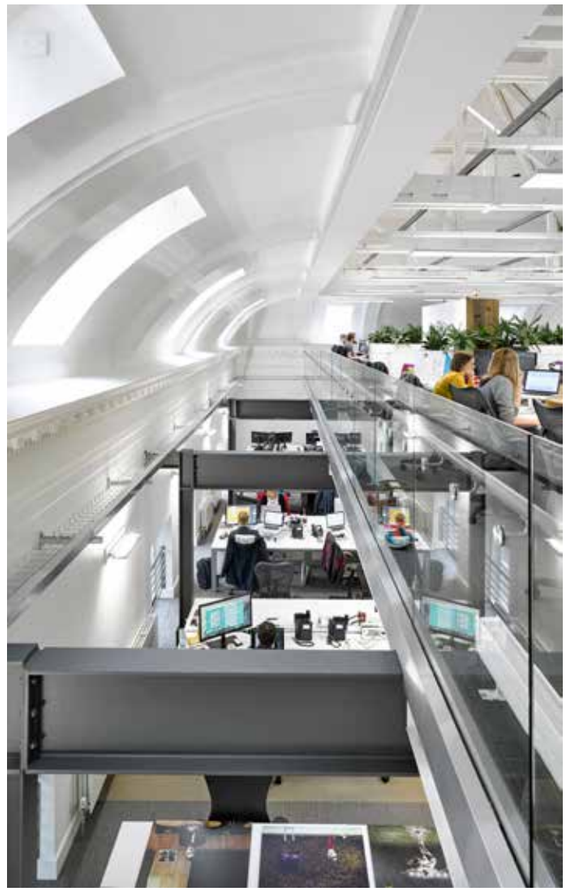
View from roof terrace.

"The entire team has worked hard to ensure that the building achieved all that it was set out to do. It is a repositioning project that completely elevates this prime Manchester business district and we're looking forward to seeing it become a sought-after office and leisure destination."

Joe Weilding
Building Consultancy
OBI Property

Breakout space.

Reception and lobby spaces.



Whitespace workplace.

British Council for Offices Awards
Fit Out of Workplace (Winner).

Norloch House
Edinburgh

Upgrade of an existing, previously converted, B-listed former church hall, situated at the heart of Edinburgh's World Heritage Site, into a contemporary shell and core office space.

The opening up of the roof space and exposing of the original structural elements creates a high value workspace area, where previously a very compromised and inadequate mezzanine space existed, maximising potential rental income, for the Client.

Client: Millard Estates

"A unique workplace environment, shell and core scheme was tailored for creative agency Whitespace."

The Switch
Slough

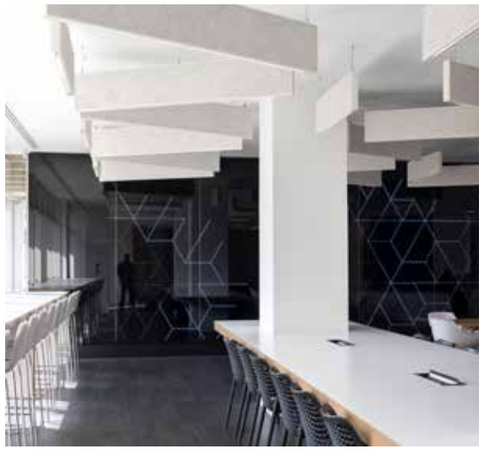
A comprehensive refurbishment to revitalise a 1980's 10 storey office building in Slough into a modern, Grade A, flexible office space.

By reconfiguring the entrance foyer, ground floor and common areas to provide, break-out, reception, meeting and café space, we have created much more of a community feel for tenants and a more memorable visitor experience for their clients.

Client: Marick Real Estate /
LaSalle Investment Management

BD Refurbishment Architect of the Year 2017 (Winner).

The Switch entrance.



Flexible workspaces & breakout areas..

132 Princes Street
Edinburgh

132 Princes Street concerns the conversion and extension of the vacant upper levels of three of the few remaining original townhouses on Edinburgh's Princes Street, for office use.

Reconciling a previously ad hoc arrangement of vertical access and escape provision, the scheme includes a contemporary addition of a new primary stair core, serving all levels, coupled with an expansion of the floorplates to the uppermost levels. The properties have a rich history, used as Victorian tearooms, a cinema and a record store, the various traces of which are still present within the built fabric.

This shell and core scheme has sought a 'de-furb' aesthetic, with remaining original features of the building exposed, preserved and enhanced, through feature lighting. A complementary industrial language has been established in the look and feel of the new extension and building services, creating a holistic aesthetic throughout.

Client: Hazledene House Ltd

Scottish Design Awards 2018
Commercial (Commendation)

Scottish Property Awards 2018
Architectural Excellence Commercial (Finalist).

View of the townhouse on Princes Street.

Contemporary extension to the rear of the building.

"132 Princes Street has proved to be a fascinating exercise in unpicking ad hoc and unsympathetic interventions, accrued over many decades. It represents a precedent, of how other such buildings, could be brought back into use."

Stair detail.

A key driver underpinning the scheme is to expose and enhance the historic fabric of the existing building to create character speculative office floorplates.

ABC in the heart of St. John's neighbourhood, Manchester.

Quay Street elevation.

ABC Buildings
Manchester

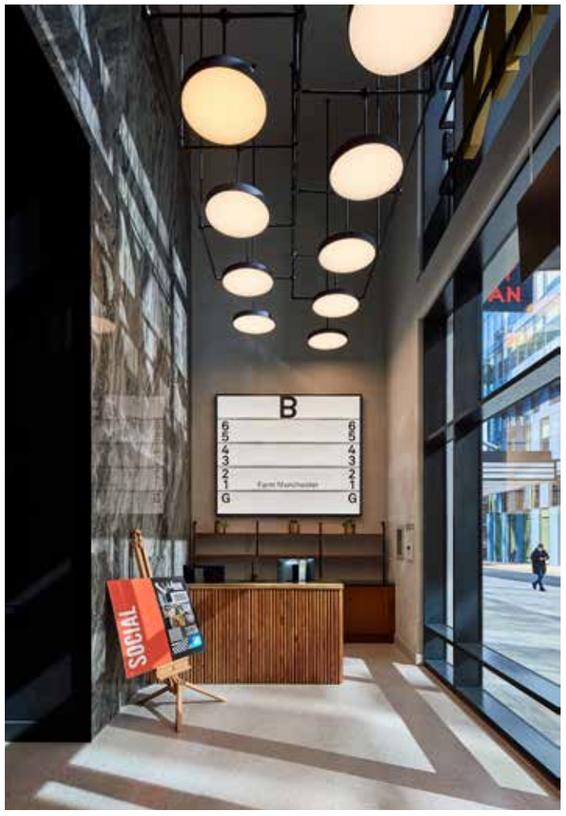
ABC Buildings is an 'exemplar' redevelopment which reflects the Cities aspirations, ideas and commitments providing a vibrant mix of work, social and leisure spaces within the unique cluster of three buildings previously known as Astley, Byrom and Cooper house.

The purpose of the latest refurbishment was to reinstate the features of the original building whilst transforming its internal areas into a creative community providing new modern workspace for media, technology and creative businesses, alongside cinema, gym, recording studios and an outdoor performance deck with a glass dome. Now known as ABC, the building forms a key part of Enterprise City in the heart of St. John's neighbourhood.

ABC includes an Everyman Cinema; Barry's Bootcamp studio, The Farm recording and media studios offering 23,000 sq.ft post production spaces, BBC Morning Live is broadcast from ABC and CoLAB offers flexible workspace, meeting and event spaces.

Client: Allied London

Entrance reception.



Entrance foyer.

CoLAB designed for new ways of working

ABC offers workspace for companies of all types from small start-ups through to large established businesses, giving tenants the flexibility to grow within the building and access a range of social and work spaces.

ABC, CoLAB offers a dynamic and flexible work solution with spacious desks, meeting areas and social and event spaces.

"ABC Buildings is a vibrant mix of work, social and leisure spaces within the unique cluster of three buildings previously known as Astley, Byrom and Cooper house."

Flexibility & Adaptability

03

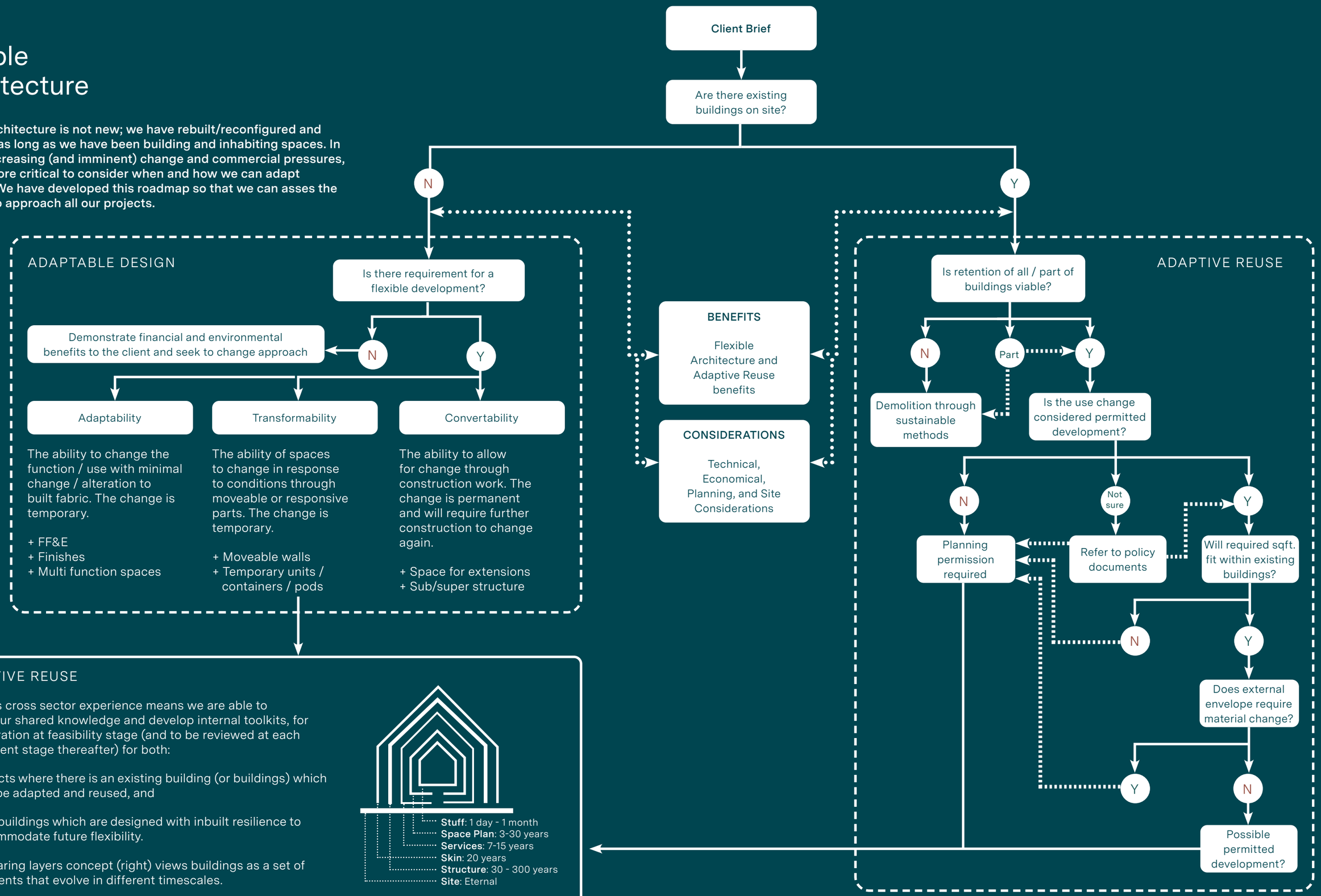
Selected Experience

Both our buildings and their floorplates should be flexible. We believe in designing in flexibility by looking at the adaptability of the floor plate to both alternative uses and multiple occupants.

The covid pandemic has shown companies that people can work effectively from home, how do you design spaces that adapt to new working styles and fluctuations in numbers.

Flexible Architecture

Flexible Architecture 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 asses 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)

Conversion from Offices

We have undertaken a number of conversions of existing buildings to and from workplaces. All conversions are subject to cost / benefit analysis which would consider; viability, time to market, commercial return and environmental improvement.

When undertaking a review to ascertain the suitability of a building for conversion we analyse:

- User Experience
- Floorplate Design
- Daylight
- Health and Wellbeing
- Arrival Experience
- Core and Amenity
- Roof
- Listed Facade and interface
- Servicing
- Basement
- End Occupiers

Office to Resi
33 Greycoat Street
London

Conversion and refurbishment of a 1970's office development in Victoria provides 23 elegant apartments ranging from studios to 3 bedroom duplex penthouses. The existing building was not listed or in a conservation area and the mix of retail, office and residential uses surrounding the site made it ideal for residential conversion in this well connected area.

Client: RER London

Office to Hotel
Dakota Deluxe
Glasgow

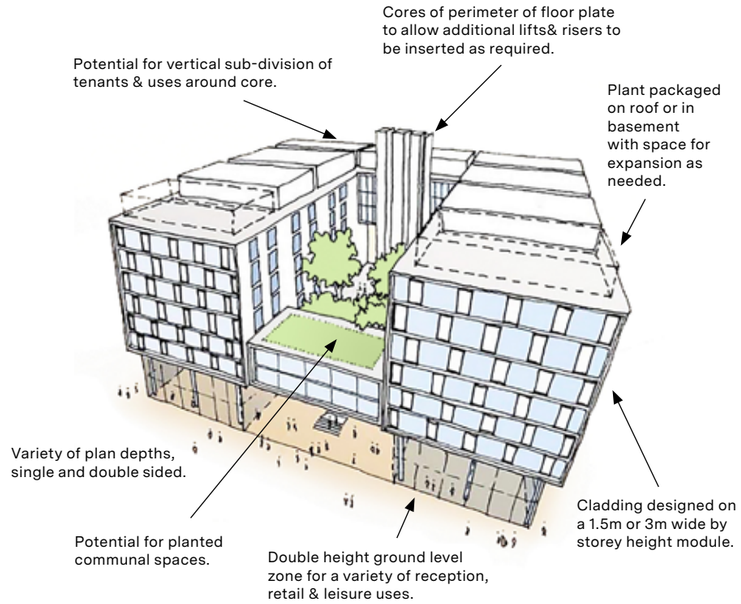
Conversion and refurbishment of a 1960's seven storey office building to create an 83 bedroom Dakota Deluxe, luxury boutique hotel with bar, restaurant & external terrace in Glasgow city centre. The existing in-situ concrete structure was retained and a new high quality facing brick and glass façade installed to meet the client's ambitions and aspirations for the hotel brand.

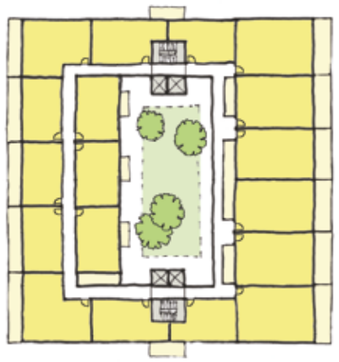
Client: Evans Dakota Hotels Ltd

Adaptable Building Design

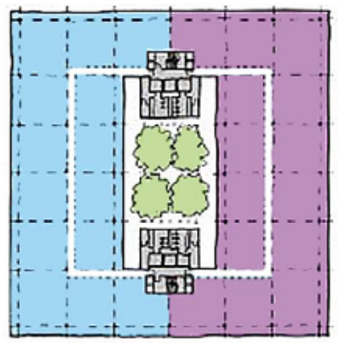
Currently, industry is exceedingly wasteful in the way that it supplies building space to the commercial market in the UK. There is a constant demand to invest in property but the market for tenants in each sector continues to fluctuate.

Our adaptable building solution uses design parameters that allow a variety of common commercial and residential uses without any significant changes to the building shell.

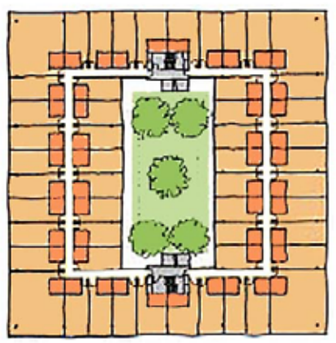




Residential plan



Office plan



Hotel plan

Grosvenor Dock
London

This adaptable building design was conceived to provide offices or residential flats on the banks of the Thames. A large area of east facing glazed façade overlooks a refurbished canal basin, which allows the building to function as day-lit office space. The demand was for flats so the building has been constructed with insulated panels behind some of the glazing to achieve the required environmental performance. This gives an interesting variety of transparency and opacity and the process can be reversed if there is demand.

Client: St James Homes

Transmission building.

Old Granada Studios
Manchester

OGS site plan.

Refurbishment and extension of former Granada TV studios in Manchester city centre into a mixed use scheme providing hotel, offices, modular workspace, F&B, retail and studios with event spaces.

The development within the St Johns Masterplan incorporates Zone 2 Cube Space incubator office space for small businesses and start-ups, Zone 4 & 5 the first Soho House Club in Manchester and Mollie's first city centre hotel and Zone 6 Transmission.

3DReid took an approved 2018 application and working with the client, Manchester Quays, revised the plans in response to a redefined brief. The key changes in response to the demand for commercial offices within the city was providing more new build office space that can support the local amenities.

Client: Allied London

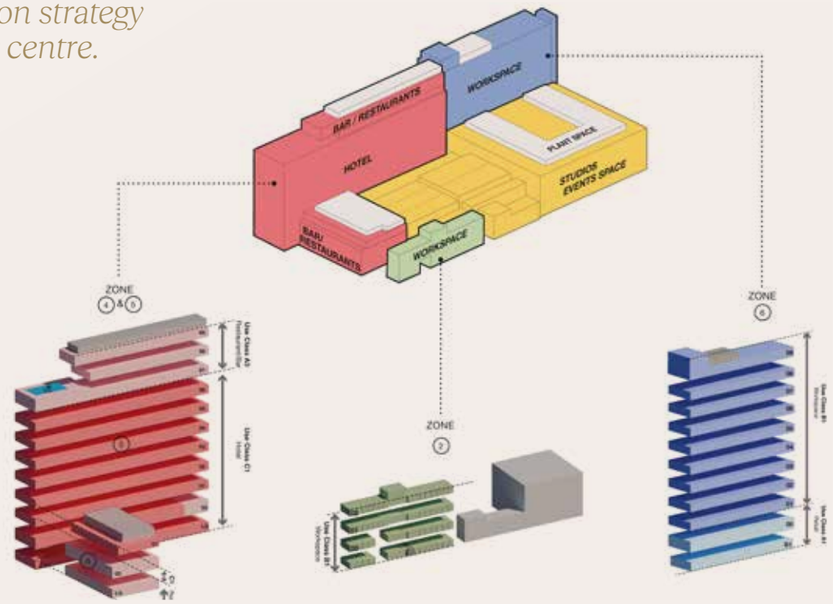
Mollies Motel & Diner & Soho House.

The redevelopment of the OGS development is at the heart of a wider urban regeneration strategy within Manchester city centre.

Zone 2. CUBE SPACE
(Studio workspace | Retail & leisure)

Zone 4&5. OLD GRANADA STUDIOS
(Mollies Motel & Diner | Soho House)

Zone 6. TRANSMISSION
(Workspace | Retail & leisure)



Zones and use diagram.

Interior Design

04

Selected Experience

We believe our experience working across sectors has given us expertise and insight to understand clients aspirations for the design of interiors, products and finishes. Our ability to transfer our design skills from the hotel sector to the modern workplace environment is a strong asset as offices move more towards having flexible work and leisure space offerings within them.

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

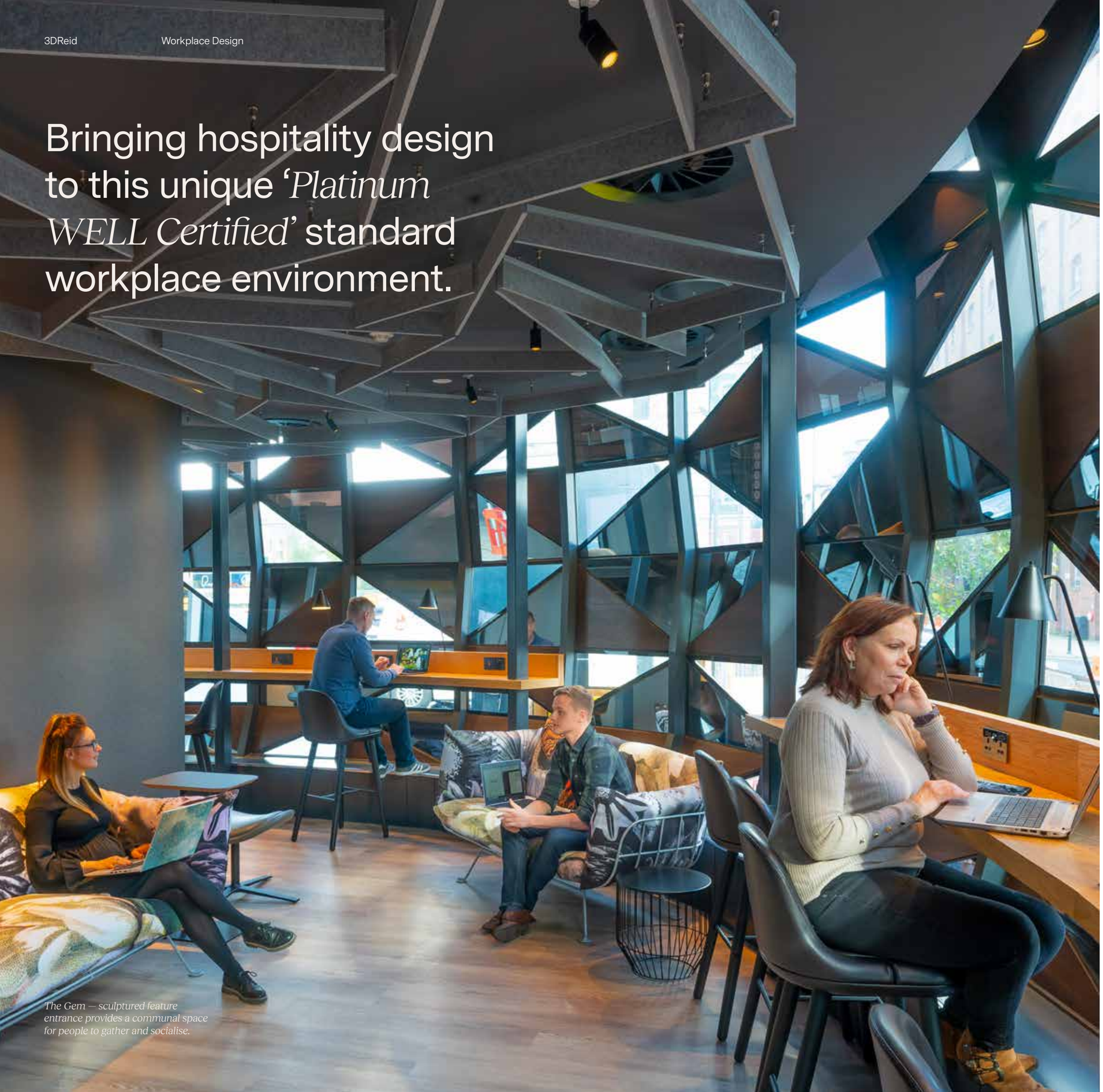
Currently the building & construction sector contribute to 40% of the total carbon footprint. Many countries have now pledged that they will achieve net zero carbon by 2050. By buying local, repurposing and using recycled materials where possible as well as implementing design strategies that maximise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



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

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.

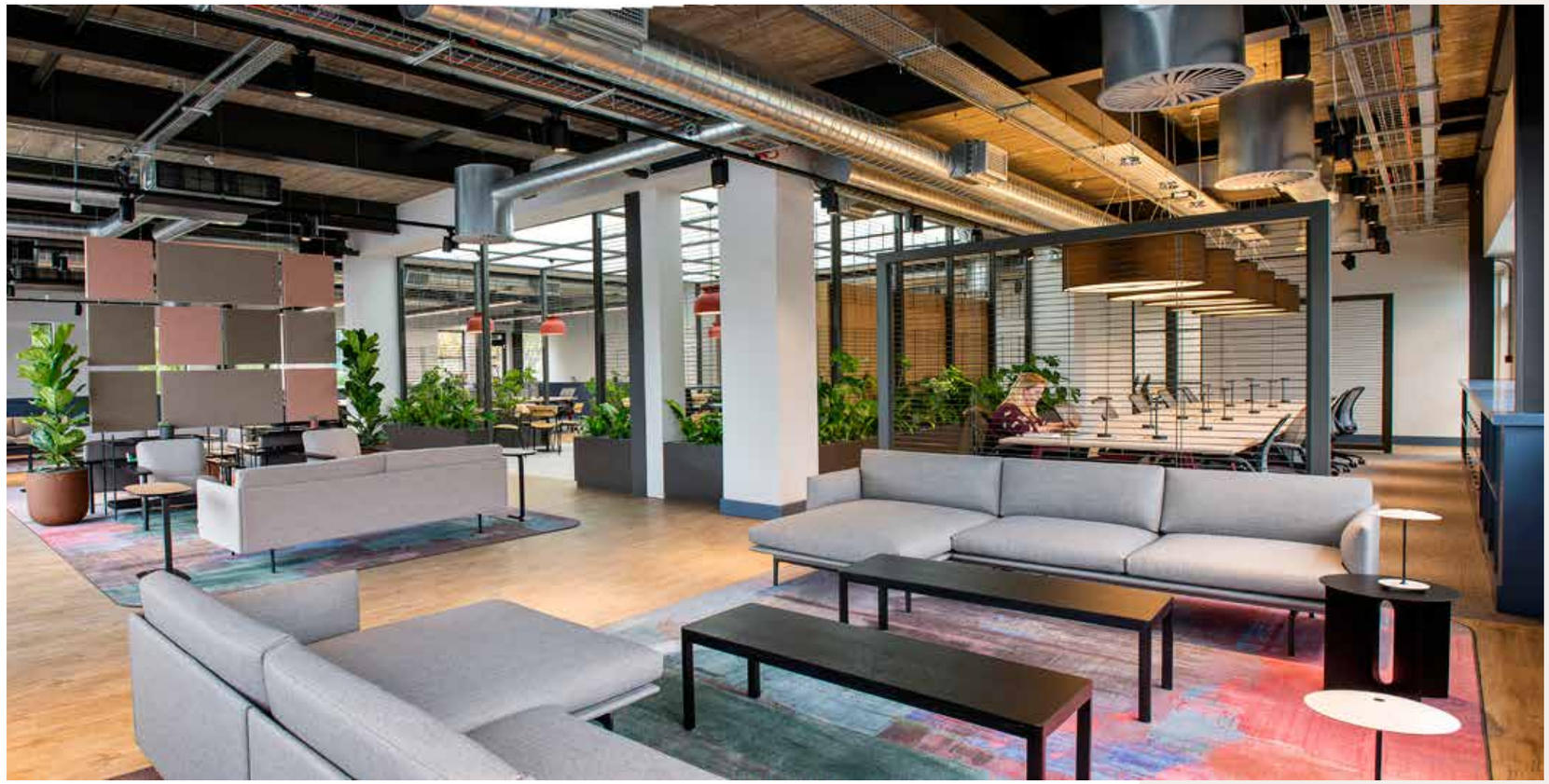
Client: Bruntwood Works

"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."

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."



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.

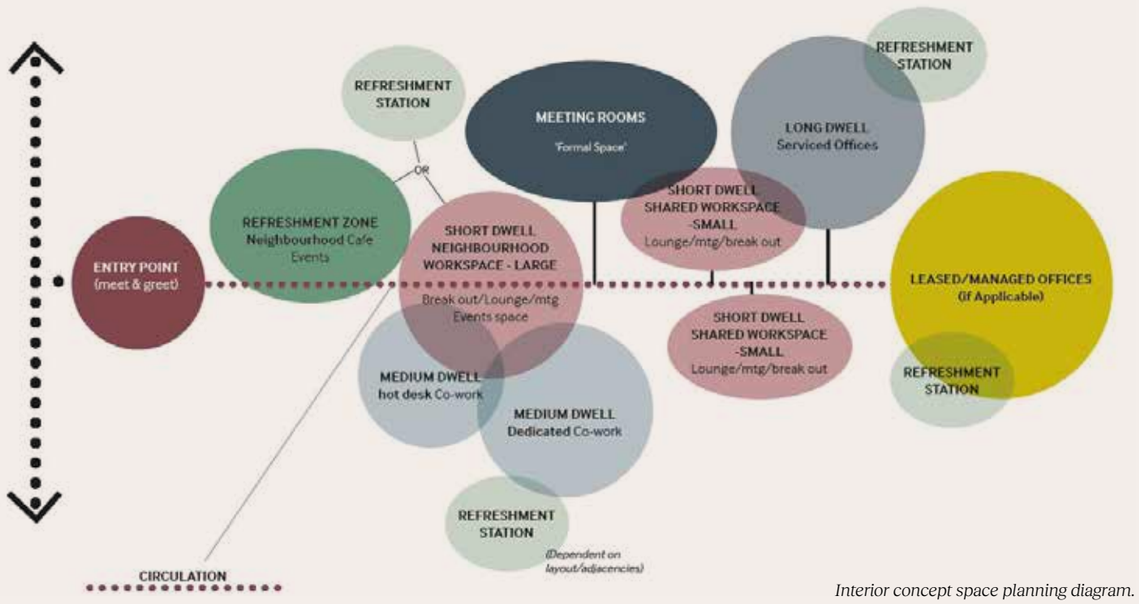
3DReid worked with Bruntwood Sci-Tech, to bring contemporary hospitality inspired design to Alderley Park Block 1, 12,000 sqft of serviced workspace including a central hub space. The brief was to renew and inspire, providing relevant office spaces, flexible workspaces and relaxed communal amenity overlooking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

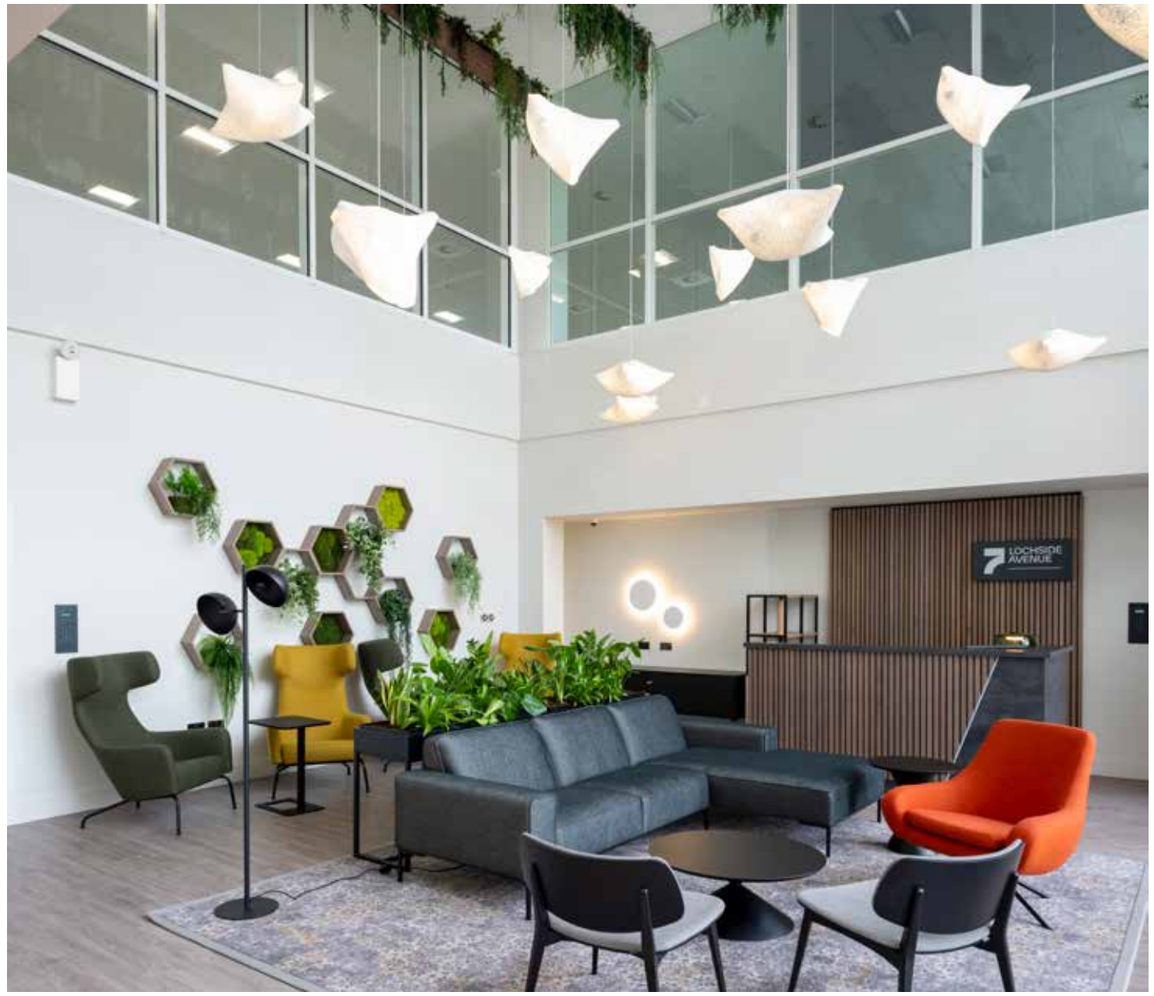
The workspaces provide a fully serviced offering for prospective Bruntwood customers and each floor has communal breakout areas and more informal social spaces.

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

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.

"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."

West Village Phase 1
Leeds

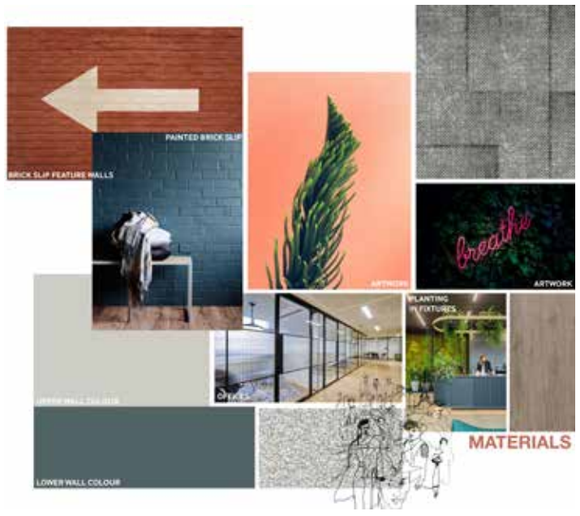
Refurbishment, extension and redevelopment of the West One Estate in Leeds on behalf of Bruntwood offering serviced office and coworking spaces with a focus on wellness, work-life-balance and productivity.

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

In Phase 1, 3DReid provided full design services for the initial fit out of 950 sqm of serviced workspaces within West Village in the heart of Leeds.

The space was transformed into a versatile workspace with 21 fully fitted and furnished flexible offices of a variety of sizes. A generous communal amenity space serves as a collaborative, community space with a beverage counter, break out areas, lounge and short stay work areas. The modern concept accommodates a diverse range of businesses and operational needs. Seamlessly combining office suites, workspaces, meeting rooms and retail space all under one roof.

Client: Bruntwood Works



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.

Mixed Use Masterplans

05

Selected Experience

As multi-sector experts we understand all the elements that make up a mixed use development. Schemes need to be flexible to allow for cultural and economic changes.

Concepts must provide a framework for a variety of uses, new place-making and enhanced connections.

A mixed-use masterplan in the heart of Cardiff.

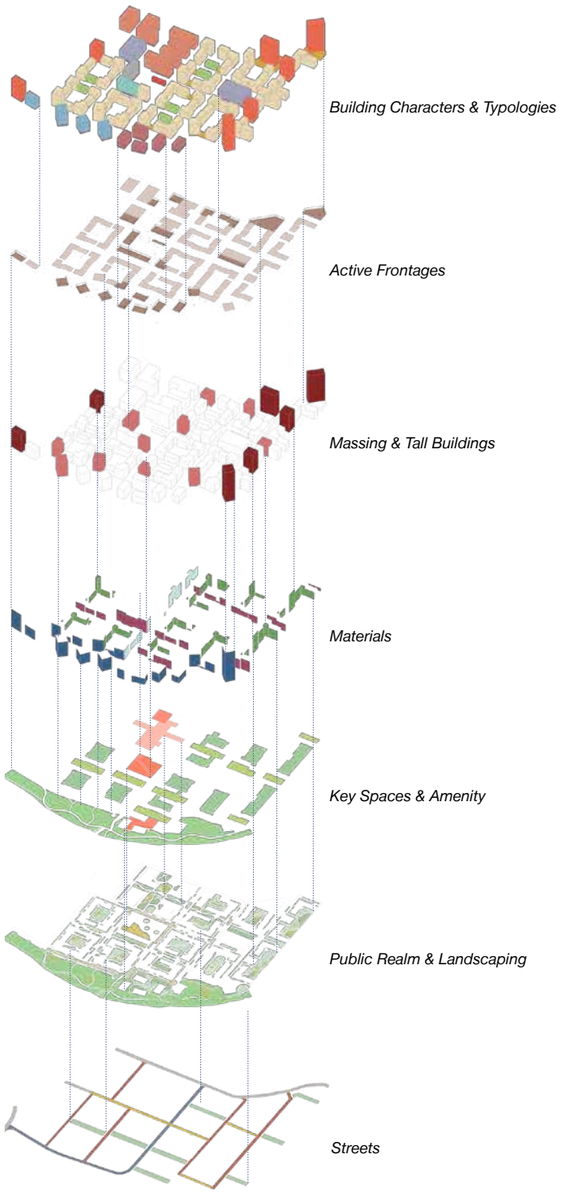
The Embankment Masterplan
Cardiff

The Embankment Masterplan at Dumballs Road will create up to 2,500 new homes alongside 54,000m² of business space as well as opportunities for leisure, hospitality and retail users, on what is currently under-utilised, low-quality industrial space.

The proposal will open up access to the riverside reconnecting the city to the bay with an uninterrupted pathway and provide much needed connections between Grangetown and Butetown through inclusion of a new cycle and footbridge across the River Taff.

The plans also include considerable open space with a new riverside park and water taxi stop that will create additional enjoyable routes along the River.

Client: Vastint UK



Masterplan strategies..

"A welcome, well-designed and masterplanned scheme that would comprehensively redevelop and transform a strategic area of land between the City Centre and Bay."

Cardiff City Council

Illustrative view of amenity street.

River view.

Illustrative view of Dumballs Road.

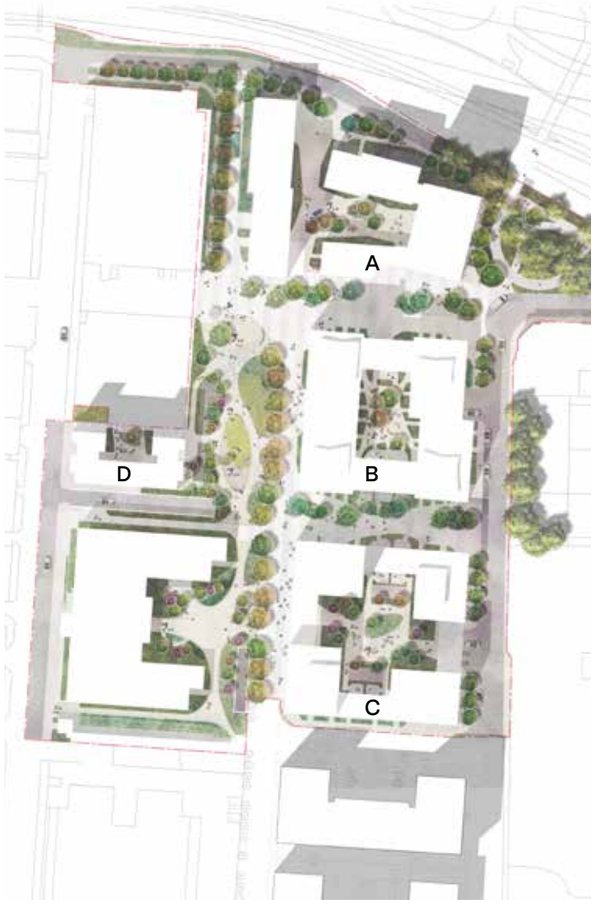
"The masterplan is founded on placemaking principles that will create distinctive neighbourhood character areas and business districts that complement the industrial heritage of the area."

Darren Park
Associate Director, 3DReid

Illustrative view of river park.

Illustrative view of urban square.

Plot B looking east.



Landscape plan.

Plot A and B looking west.

Plot B looking north.

Central Quay
Glasgow

The Central Quay development site provides an opportunity to remaster a prominent and strategic part of Glasgow city centre. The proposals will deliver a major urban regeneration project.

The mixed-use development comprises residential, purpose-built student accommodation (PBSA) and commercial uses, with associated landscaping, public realm and rejuvenate the existing office building.

The urban strategy puts placemaking at the heart of the design process. An understanding of the history, stories and built fabric of this place have tailored a contextual response unique to Central Quay.

The design principles of the Glasgow grid-iron urban pattern are applied to the site as a means to organically grow the city centre west. High density neighbourhoods are organised around a recognisable network of characterful streets and spaces.

The proposed urban strategy defines four development plots. Plot A is PBSA, 933 beds for Unite. Plots B and D are residential, developed by 3DReid. Plot C is residential by Graeme Nicholls. The proposals also include supplementary retail, wellbeing and food & beverage opportunities.

Client: Summix Capital

Aerial visual looking south.

New Fountainbridge
Edinburgh (Phase 1)

A mixed-use development comprising Hotel, Office and new homes for rent with a number of live/work units suitable for small business and community use. Proposals were developed as part of a masterplan to deliver a greenspace network with new pedestrian and cycle routes re-connecting Fountainbridge to the Union Canal.

Delivered as part of the first phase of development, the proposal combines two plots identified in the development brief to form a single urban block releasing more generous public space to either side. The combined Hotel and Office development present a continuous frontage to Fountainbridge and offer a variety of café and small business units at ground floor level to activate the surrounding public realm.

No 2 Freer Street provides 5,500m2 of bright, flexible Cat A office space over 6 floors with shared reception, gym and conference facilities at ground level. Occupying the eastern end of the Fountainbridge block, the core abuts the party wall to the hotel, with tenant areas arranged around the three perimeter walls to maximise daylight and flexibility. Open plan spaces can be sub-divided into smaller units supported by collaboration, break-out and soft seating areas at each level with a rooftop terrace at level 6. The office is now fully let.

Client: Vastint Hospitality B.V.

No2 Freer Street office facade.

Fountainbridge sketch view.

No2 Freer Street flexible Cat A office space.

"The use of prefabricated components and Modern Methods of Construction provide better construction quality, less waste and improved efficiency."

Darren Park
Associate Director, 3DReid

The Moxy features flexible lounge and workspaces for guests, events and the business community.

Collegelands
Glasgow

Mixed use development that transforms vacant and under-used land to the East of Glasgow's historic High Street into a coherent and connected part of the city centre. The development will provide over 236 new apartments for rent, a new 6,000sqm office development and ground level café and co-working spaces within a new public realm that re-establishes pedestrian priority, promotes active travel and strengthens the sense of place.

3DReid worked with Vastint to customise their volumetric residential construction system for the development. Collegelands will be the first development in the UK to use this system, which combines the advantages of off-site production with flexibility in the design and construction.

Well-designed workplaces, homes and amenities will create a new sustainable community and deliver on the key objectives of Glasgow's Draft Strategic Development Framework: City Centre 2050 re-connecting the inner east-end to the Merchant City via a dynamic mixed-use urban quarter creating a more liveable city centre.

Client: Vastint UK

Street view.

Elevated view.

Aerial view.

"A new urban quarter set within an existing masterplan will provide over 236 new apartments for rent, a new 6,000sqm office development with ground level cafe and co-working spaces within a new public realm."

View from 40 Princes Street roof terrace.

40 Princes Street
Edinburgh

A mixed-use development of 4,400sqm of Grade A office space, designed to British Council of Offices 'Excellent' standard, above prime retail.

Located within the World Heritage Site on Edinburgh's principal retail street, the project required extensive Planning consultation and negotiation, to support the demolition of an existing Listed Building.

Client: Redevco UK

"the first new-build scheme permitted on Edinburgh's Princes Street for over 20 years."

The linear atrium to the office levels above.

Oxford Street
London

The 2,688sqm building provides high quality retail accommodation at basement, ground and first floor with 4 levels of offices above.

Unusually for office space on Oxford Street, the office accommodation, located above the retail floors, has a strong presence at street level as a dramatic two storey entrance hall permits views up into a linear atrium to the office levels above.

Client: Salmon Properties and NFU Mutual

St Paul's House
London

The refurbishment of a 6-storey 40,000ft² building in the city within a historic setting between St. Paul's cathedral and The Old Bailey, where a sensitive design approach to an additional rooftop plan was successfully negotiated with the LPA. The scope of work also included, the design of a full CAT B fit-out that would allow the integration of previously disparate teams under one roof for The Co-operative Group's financial services teams.

3DReid worked successfully with the whole professional and construction team with an intense site presence as the aggressive programme required the construction work to be carried out around a fully functioning office.

Client: The Co-operative Group

St Paul's House entrance on Warwick Lane.

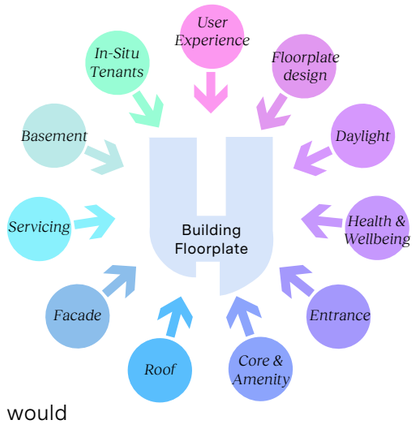
Efficiency & Delivery

06

Selected Experience

The covid pandemic has shown companies that people can work effectively from home, how do you design spaces that adapt to new working styles and fluctuations in numbers.

Strategies to add value



Whether an existing building or a new development it is important to analyse, evaluate and develop a strategy to achieve excellent working conditions and operational efficiency.

1. User Experience
2. Floorplate Design
3. Daylight
4. Basement
5. Entrance
6. Core and Amenity
7. Roof
8. Facade
9. Servicing
10. Health and Wellbeing

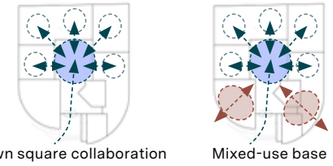
All elements would naturally be subject to cost / benefit analysis which would consider; viability, time to market, commercial return and environmental improvement. We have taken an existing floorplate to illustrate the value adding elements.

USER EXPERIENCE

Consideration

- Identity
- Connections
- Social
- Welcome
- Circulation
- Wellbeing
- Daylight

Design



Town square collaboration | Mixed-use base

FLOORPLATE DESIGN

Consideration

- Efficiency
- Flexibility
- Daylight
- Wellbeing
- Occupancy density
- Washrooms
- Core design

Design

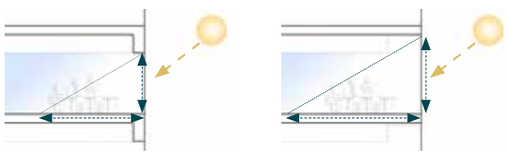
Street | Donut plan | Deep plan

DAYLIGHT HARVESTING

Consideration

- Adaptability
- Efficiency
- Wellbeing
- Sustainability
- Servicing strategy

Design



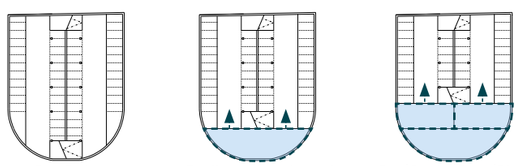
Full height glazing | Stepped edge ceiling void

BASEMENT

Consideration

- Car parking
- Cycle facilities
- Plant strategy
- Mixed use (Leisure)

Design



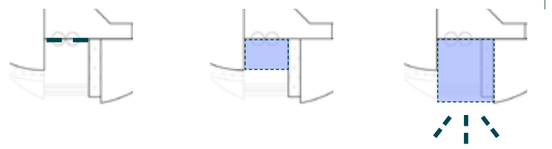
Car Only | Dedicated cycle and shower facilities | Car/Cycle/Gym/Plant

ENTRANCE

Consideration

- Welcome
- Identity
- Mixed use
- Security
- Wayfinding
- Informal meeting space
- Circulation

Design



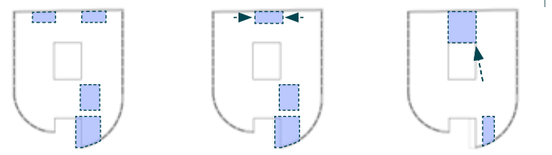
Existing | Infill void space | Feature / iconic

CORE AND AMENITY

Consideration

- Circulation
- Occupancy density
- Washrooms
- Fire safety
- Efficiency
- Servicing

Design



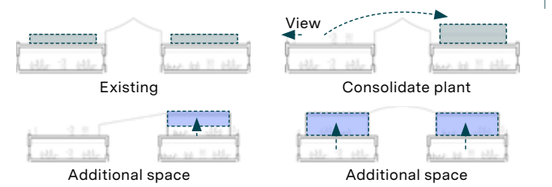
Existing | Consolidate Escape | Consolidate Core

ROOF

Consideration

- Capital value
- Wellbing
- Amenity space
- Social
- Servicing
- Bio diversity
- Cleaning and maintenance

Design



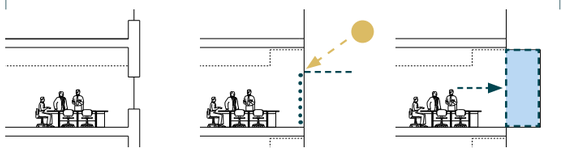
Existing | Consolidate plant | Additional space | Additional space

FACADE

Consideration

- Capital cost
- Identity
- Planning
- Daylight
- Cleaning and maintenance
- Sustainabilty

Design



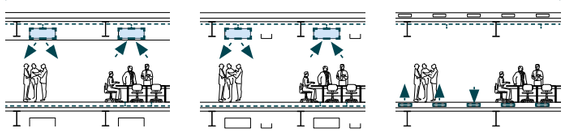
Existing | Full height glazing and solar shading | Popped box

SERVICING

Consideration

- Daylight control
- Exposed ductwork
- Efficiency
- Floor to ceiling heights
- Comfort
- Sustainability

Design



Existing | Exposed | Under floor

WELLBEING

Consideration

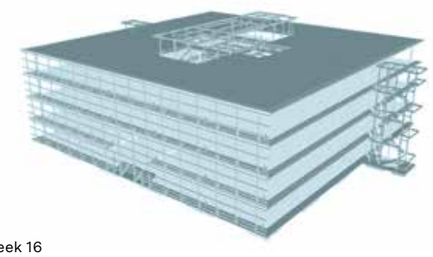
- User experience
- Floorplate
- Interior design
- Biophilic design
- Circulation
- Acoustic
- Daylight

Design

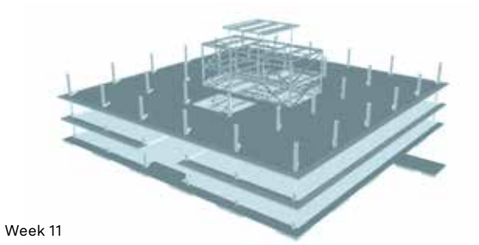
Customised Office Solution

3DReid has a strong reputation for innovation. We have collaborated with Loughborough University, Laing O'Rourke and Buro Happold to pioneer a number of initiatives including the radical streamlining of the construction process with the aid of BIM technology, research into adaptable buildings, 'Multi-space' design and the 'Customised Office Solution'.

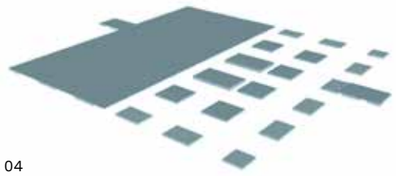
More recently our Future Labs group have researched Adaptive Re-use for retrofitting buildings, the 'Future of Workspace' and are currently developing generative design to assess the impact of façade design on thermal performance and daylight.



Week 16



Week 11



Week 04

Rackspace City Hyde, Park Hayes.

Rackspace City Hyde Park Hayes *Phase 2 , London*

Adding to the refurbished offices of Hyde Park Hayes Phase 1 we were appointed by the new owners to design two additional buildings of 150,000ft² and 77,000ft² respectively. We designed the new buildings fully in Revit utilising the methodology of the Laing O'Rourke Customised Office Solution (left). The larger building completed on site in 2015, with Planning approved on the smaller building.

The new build element of the project has been designed using Revit and we were novated to the main contractor Kier, to co-ordinate the design team and oversee construction of the first building on site Building 5, a 150,000 sq ft BREEAM Very Good office building.

Client: Melford Capital

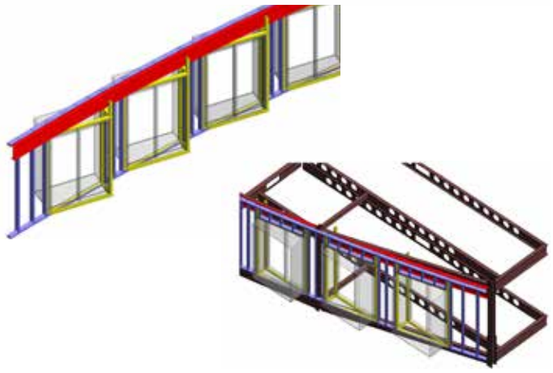
BIM

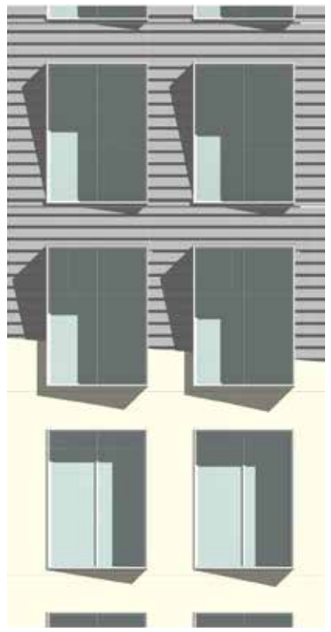
We use Revit as our standard design tool on all new build projects and are regular contributors to industry-wide forums and panels advancing the adoption and development of BIM.

BIM is being used extensively on 40 Broadway to coordinate with the consultant team. In addition the model is being shared with suppliers where we are looking to streamline the façades in order to maximise net lettable space internally and to coordinate with other consultants. The Revit model has also been important in ensuring the envelope of the building does not infringe on the Rights of Light with neighbouring properties

We have been able to use plug-in software such as Enscape to assist in the design of key interior spaces such as the entrance lobby, suspended ceiling design as well as façade modelling on the principal elevation.

We also use NavisWorks widely for clash detection and co-ordination with the design team.





40 Broadway
London

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

Prefabrication

The Sturgis Carbon Profiling Study* indicated that for a typical residential building for its entire life cycle, 51% of the carbon emissions are in the construction phase. The main carbon critical elements, according to RICS, are in the substructure (foundations, basement retaining walls, ground floor construction) and superstructure (frame, upper floors, roof, stairs, external walls and windows) of a building.

By simplifying and shortening the construction phase through the adoption of offsite fabrication it is possible to make significant gains in caron reduction.

- Economy of scale
- Better control of construction costs and more accurate budgets
- Better construction quality (products are tested)
- Improved air tightness
- Less waste
- More construction work undertaken in safe, clean and comfortable environment
- Reduced site programme
- Tried and tested supply chain

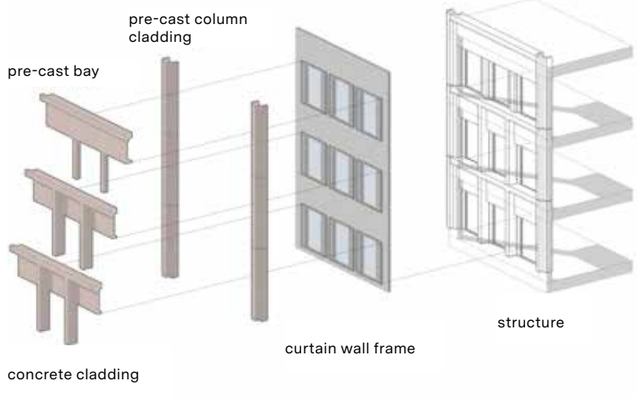
3DReid has extensive experience in designing and delivering projects which utilise prefabrication techniques and off-site construction across all sectors including offices and residential whereby we have partnered with clients, contractors and specialist manufacturers to develop systems and prototypes before implementing them on realised projects.

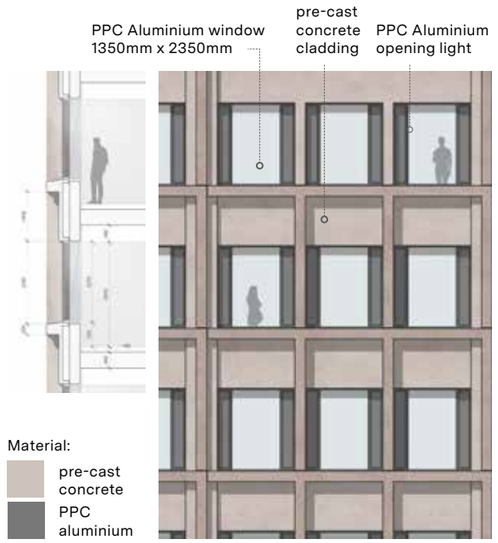
Collegelands
Glasgow

Collegelands is a mixed use development comprising 236 new apartments for rent, and a 6,000sqm office. The office is to be constructed using prefabricated components including integrated load bearing structure and facade.

3DReid worked with Vastint to customise their volumetric residential construction system for the development. Collegelands will be the first development in the UK to use this system, which combines the advantages of off-site production with flexibility in the design and construction.

Client: Vastint UK





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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

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Education / Seamab School, Kinross.

Industry & Technology / Farnborough Airport Hangars.

"132 Princes Street has proved to be a fascinating exercise in unpicking ad hoc and unsympathetic interventions, accrued over many decades. It represents a precedent, of how other such buildings, could be brought back into use."

Chris Dobson
Director, 3DReid

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