



## 150 Aldersgate Street

Client: Addleshaw Goddard Year of Completion: 2005

One of Britain's most successful law firms, Addleshaw Goddard wanted to brand their office in the same way as other elements of their business. They opted to install a series of vertical banners printed with their company motif to hang in the expansive atrium at the entrance of their building.

The decision to install these banners in their office atrium led them to ask Architen Landrell to offer them a competitive price for design, manufacture and installation. Originally only asked to price for the unprinted banners, Architen were not only able to quote cost effectively but also able to find a lower price for the printing than the law firm themselves had found.

The banners were created from Natte fabric in a range of colours and printed by Monster Digital. The banners were then detailed in the Architen factory, where a keder edge was welded to the top and a turn back pocket at the bottom for a tube. The banners were then installed at height in the office atrium.

**Location:**  
London, UK

**Category:**  
Interior  
Banners

**Market Sector:**  
Offices

**Scope Of Works:**  
Design  
Manufacture  
Project Management  
Install

**Fabric Type:**  
PVC Glass Mesh - Natte

**Design Style:**  
Banner

**Function:**  
Sculptural/Decorative  
Atria