



Diageo Headquarters

Client: Diageo Year of Completion: 2002

Architect/Designer: Auckett Europe Main Contractor/Customer: Interior PLC

In 2002 Architen Landrell assisted with the fitting out of the brand new headquarters and brewery building for Diageo.

As part of a branding exercise, the designers wanted Diageo products, and not only Guinness, to be prominent in the workplace without having alcohol on tap! As a result they approached several fabric companies to quote for the chance to design, manufacture and install 7 fabric awnings printed on the top face with the different brands which the company offers including Smirnoff vodka, Gordons gin and Baileys. The tall and open atrium means that workers, and visitors to the building, look down on the space below when they climb the stairs and look down on the logos of the products on offer.

The most competitive and most experienced, Architen Landrell was pleased to be awarded the contracted. Designed alongside Auckett, the company created the canopies out of Satine fabric, a silicon glass mesh, in order to allow the light to permeate through to the area underneath but also offer a reduction of glare for those who work underneath.

Location:
London, UK

Category:
Interior

Market Sector:
Offices

Scope Of Works:
Design
Manufacture
Project Management
Install

Fabric Type:
PVC Glass Mesh - Sattine

Design Style:
Awning

Function:
Promotional
Printed