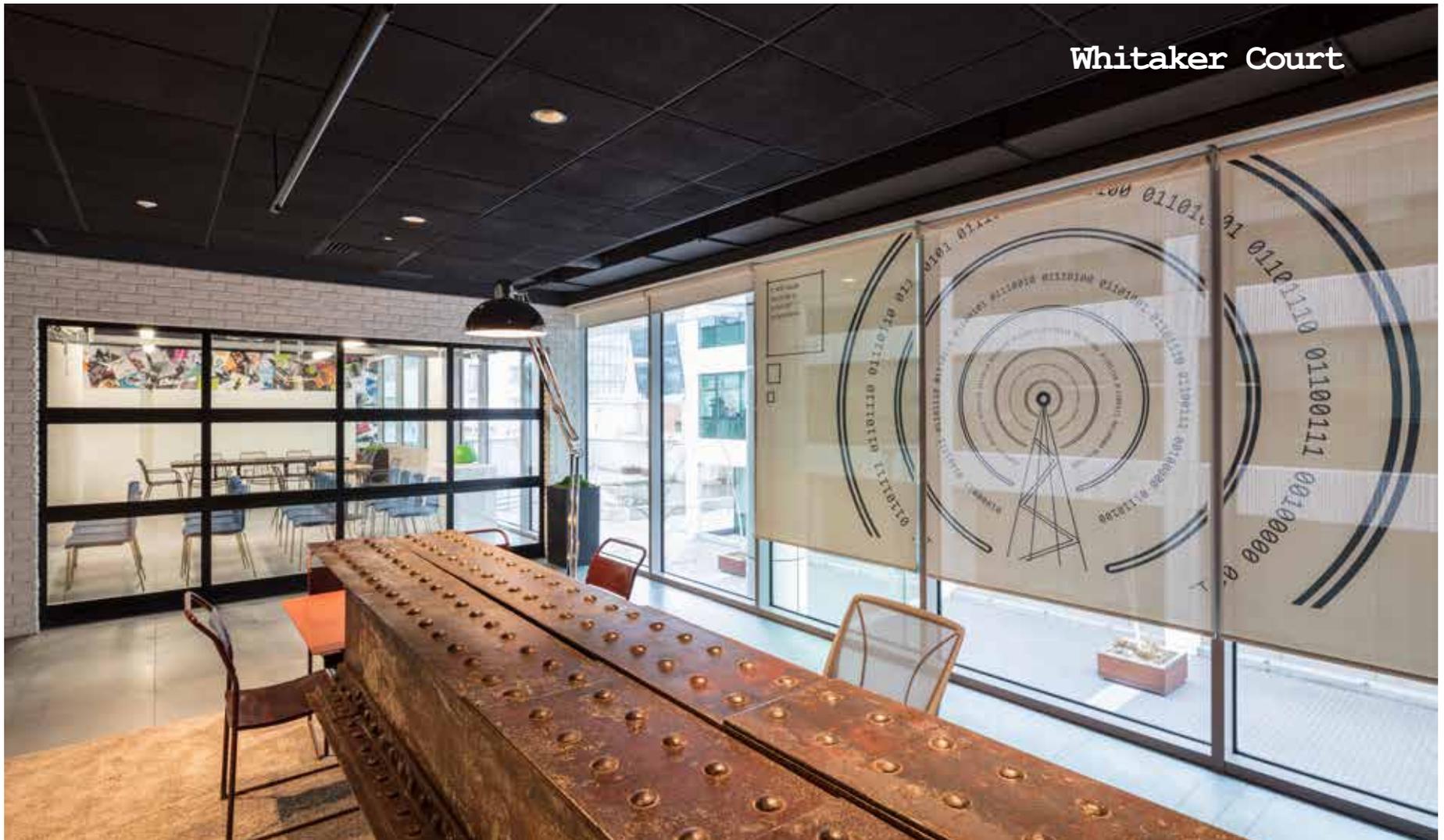


## Whitaker Court



<b>Commencement</b>	May 2016
<b>Completion</b>	January 2017
<b>Contract Value</b>	580,000
<b>Contractor</b>	Monami
<b>Architect/Interiors</b>	Reddy Architecture + Urbanism
<b>M&amp;E Consultant</b>	JMC Associates
<b>Structural Engineer</b>	Kavanagh Mansfield & Partners
<b>Quantity Surveyor</b>	Linesight
<b>Graphic Designers</b>	Image Now

## Interior Architecture Project of the Year



## Summary



In 2016, Reddy Architecture + Urbanism was appointed to design a unique collaborative space for Deloitte's Blockchain Technology team of up to 72 staff, on the first floor of the Whitaker Court building. The brief was to create a space that would inspire workers and clients alike, to come up with new ideas and to develop ground breaking technology.

The theme for the space was "posh-garage", this theme was chosen as it represents new approaches, tinkering with ideas or pushing the boundaries of what we know. Reddy A+U provided a space plan which promotes various types of working with spaces designated for focused and collaborative work, refuge, team, enclave, and community work.

The specifications for the project had a strong focus on sustainability with many of the materials salvaged or reclaimed. The fabrics selected for the upholstery are largely made from bast fibres which are naturally occurring textile fabrics and the carpet tiles specified for the floors consist of 70% recycled content.

As part of the interiors package Reddy A+U worked with the blockchain team to develop an artwork package which would represent their intentions. The Little Museum that Could was created to celebrate inventions that were first considered unthinkable, but in time, as they were developed, changed the world for the better. The artwork enhances the space while recognising the fact that there will always be naysayers but they should not stand in the way of advancements in technology.

## Stand Out Feature

Whitaker Court is superbly located on Whitaker Square at Sir John Rogerson's Quay between Lime Street and Cardiff Lane in the heart of the South Docklands. Whitaker Court is a multiple occupancy office building comprising approximately 4,358 m<sup>2</sup> over six floors. Deloitte Digital and Block Chain are the sole occupants of the first floor which is 705 m<sup>2</sup>.

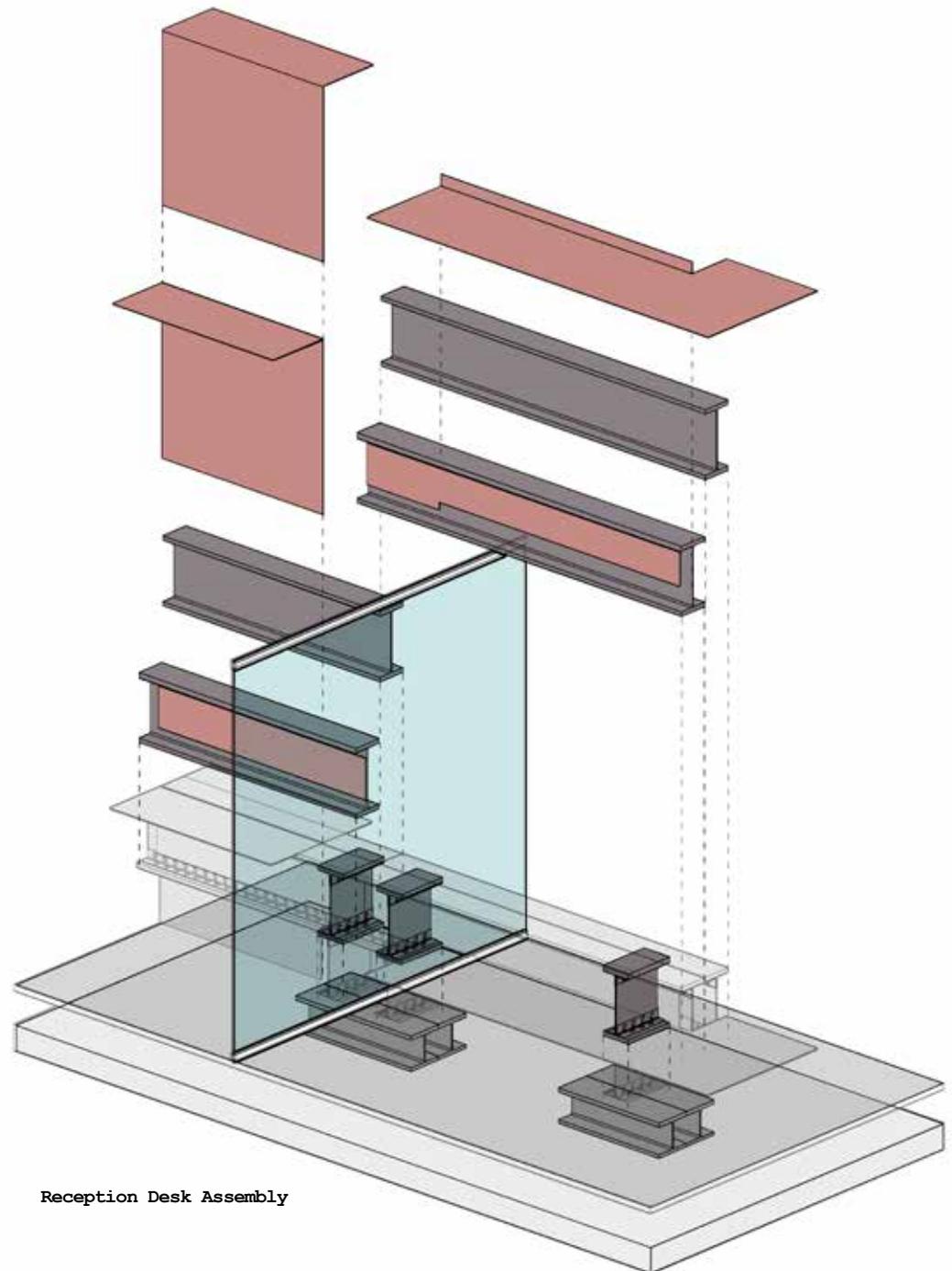
RA+U sought to incorporate salvage elements in the design of Whitaker Court. One of the stand out features in the space was the Salvaged Beam Reception Desk. RA+U sourced two large steel beams from a yard which were salvaged from the local historical Boland's Mill building at Grand Canal Dock.

As the beams were strikingly beautiful we decided to design a space which celebrated the two pieces.

We designed a multifunctional space which incorporated three main uses, reception desk, hot desk spaces and a high-level meeting space.

The elements which were added to the salvaged beams were done so in a minimalist way using as few materials as possible. This meant a lot of thought was required in the planning and execution of the design to allow the focus to remain on the two salvaged beams.

See Appendix A.



Reception Desk Assembly

Appendix A: Stand Out Feature



## Positive Impact on Users

The floor plan was designed based on considerations regarding the working modes of the modern **Knowledge Worker**. The concept for the space works on the principle that 'the whole office is my office'. Areas are zoned by preferred work modes i.e., formal/ informal and focused/collaborative or solitary/group activities and support spaces. Real estate is used to a maximum and movement is encouraged to ensure knowledge sharing, a sense of unity and teamwork.

**Primary or Desk Spaces** are divided into two categories, focused and project desks. The focused / screened desks allow for individual focused work in the open plan space whilst the project spaces are open to facilitate team based tasks.

**Refuge spaces** allow for individual concentrated or confidential tasks, whilst **Enclave Spaces** allow for small huddles of 2/3 people in quieter corners of the floorplate. **Team Meeting** spaces allow for quiet group sessions of up to 6 people whilst **Assembly Areas** such as the garage space allow for large group training, presentations and press events for up to 40 people with the possibility to increase to 80 once the garage doors are open. Multifunctional **communal spaces** allow for informal collaboration, hot-desking, knowledge sharing and social interaction.

See Appendix A.



# Appendix B: Positive Impact on Users



## Positive Impact on Users



An airlock is a device which permits the passage of people and objects between, while minimizing the change of pressure in the vessel and loss of air from it. When designing the Deloitte innovation space we recognised that visitors to the space would be coming from many different backgrounds and environments. With that in mind we devised the entrance lobby as an Airlock - or holding space that would function as a 3 dimensional palette cleanser between the 'where you have come from' and are 'where you are about to enter'.



The Entrance lobby of Whitaker is transformed into an Air lock device which cleanses the clients being welcomed into the space. Introducing them to a new environment and encouraging them to step outside their comfort zone and to embrace new ideas while in the Deloitte Blockchain lab.

## Unique Collaborations



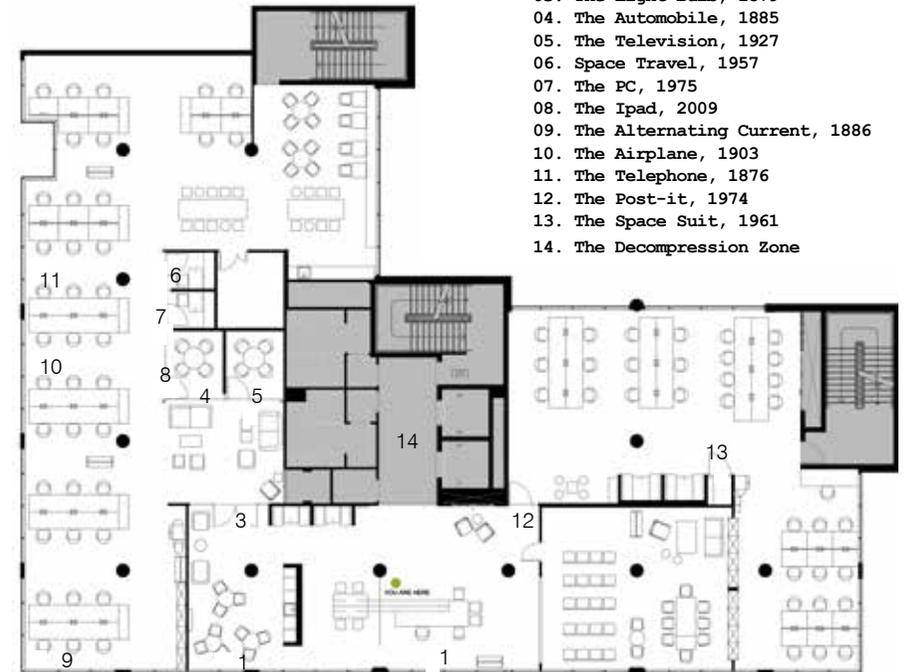
After a number of meetings with the Block Chain and Digital team we felt inspired by their drive and enthusiasm to pave the way forward with the innovative use of new technologies and systems.

RA+U wanted to capture this particular atmosphere or sentiment in the space - a feeling of innovation against all odds, a feeling of admiration for brave people who invented the everyday things we now take for granted, and the adversity and barriers that those inventors came up against.

With this in mind RA+U decided that a strong graphic solution would be the best way add this layer of atmosphere to the space.

To deliver this RA+U proposed a collaboration with Image Now Graphics. After a number of brainstorming session and three possible solutions a final concept aptly named 'The Little Museum that Could' and 'The Air Lock' resonated strongly with both the end user and the design team.

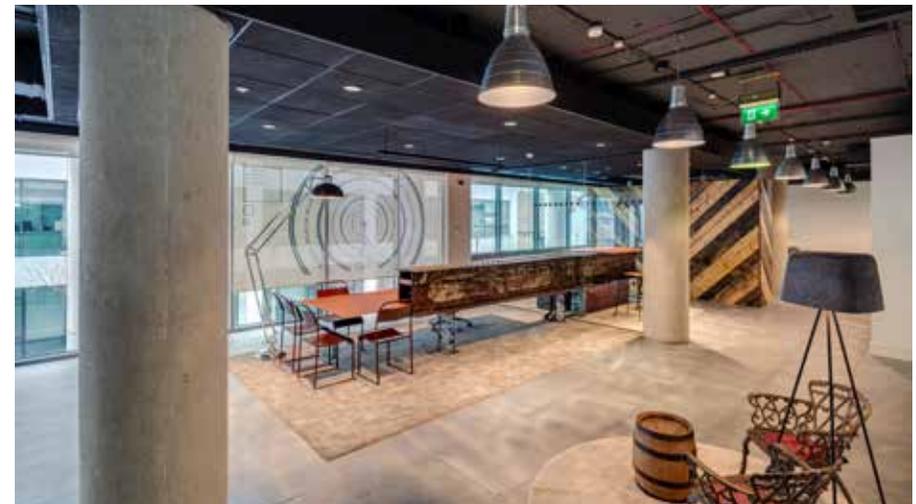
## Innovative Design Solutions



01. Data Transmission, 1962
02. The Radio, 1895
03. The Light Bulb, 1879
04. The Automobile, 1885
05. The Television, 1927
06. Space Travel, 1957
07. The PC, 1975
08. The Ipad, 2009
09. The Alternating Current, 1886
10. The Airplane, 1903
11. The Telephone, 1876
12. The Post-it, 1974
13. The Space Suit, 1961
14. The Decompression Zone

The existing blinds and glazing were used as a gallery space within the office, this innovation was to present 'The Little Museum that Could' a graphic scheme that shows illustrations of everyday inventions throughout the interior with large text boxes of dismissive comments from the inventors contemporaries.

For Example, The Alternating Current, advanced by Tesla is commented on by Edison as ' Fooling around ... just a waste of time. Nobody will ever use it' and close by Edison's invention of 'The Light Bulb' is described as 'unworthy of the attention of practical or scientific men'.



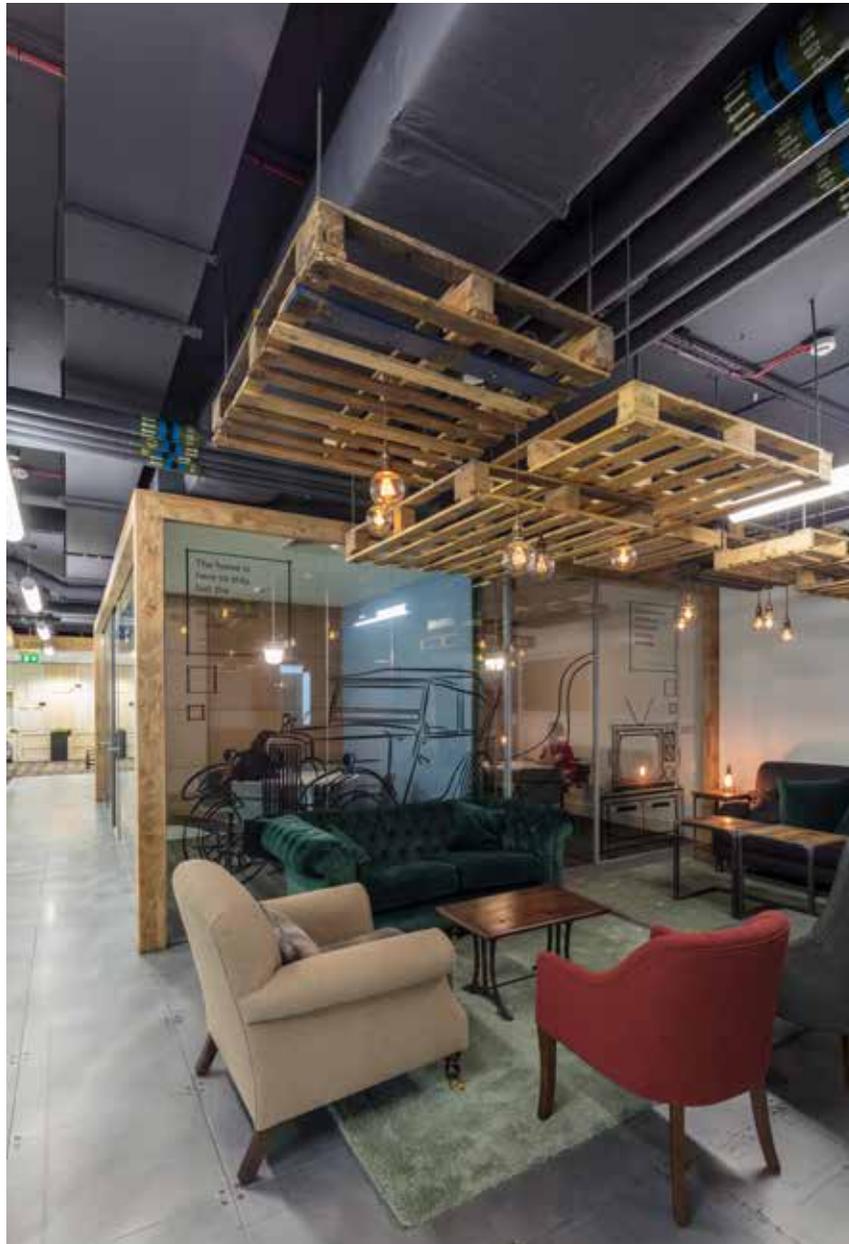
## Sustainable Solutions

In conjunction with specifying sustainable products, the innovative use of the existing materials enhanced the sustainable credentials of the project.



- RA+U chose to expose the existing raised access floor. The floor was industrially cleaned and a new clear slip resistant finish was applied.
- Existing interior glazed partitions which were removed and re-purposed. The partitions were framed with a reclaimed wood post detail to tie in with the more rustic aesthetic.
- Old interior doors from the salvage yard were arranged arbitrarily on a wall.

## Time & Cost



The completion of the programme on time and on budget of the utmost importance to the design team from the outset of the project. The chosen design incorporated the "posh-garage" style which was communicated by a combination of industrial, salvaged materials and reclaimed finishes complimented by softer more homely elements to bring a more welcoming feel to the fit out.

The team established a clear outline of the budget with the client and all specifications for lighting, furniture and bespoke elements were cleverly chosen and balanced with quality, in order to meet the budgetary requirements.

The team utilised the flexibility of the salvage elements and the opportunity to find cost effective solutions within the design of the bespoke furniture, to meet the budget for the fit out while far exceeding the expectations of the client in terms of aesthetic and functionality.

Appendix C



Appendix D

