

FUTUREPRIME TRENDS

THE HEDONIC MODEL

PITCH PERFECT
PROPERTY PR

EMERGENCY BUDGET

EFFORTLESS LIVING

BOOM OR BUST?
THE FUTURE MARKET

MONEY LAUNDERING

PRIVATE ISLANDS

INSIDE DEVELOPERS'
HEADQUARTERS

PLANNING REFORM


ANTI-MARKETING

NORTHACRE
RETROSPECTIVE

Prime Resi

JOURNAL OF LUXURY PROPERTY

PRIMERESI.COM

No.3  AUTUMN 2015



• Trevor Abrahmsohn • Joe Burns • Barry Burrows • William Carrington • Lucian Cook • Mathew Dalby • Charlie Ellingworth • Becky Fatemi • Harry Handelsman • Naomi Heaton • Gary Hersham • Tracy Kellett • Lucy Morton • Michelle Ogundehin • Alan Page • Stuart Penney • Henry Pryor • Peter Rollings • Caroline Takla • Mark Tunstall • Peter Wetherell

*Super-prime developer Finchatton now operates out of a handsome, cutting-edge space in Chelsea that leaves visitors in no doubt about the team's top-end credentials. Here's Finchatton's Project Director **Adam Hunter** on the importance of an exceptional HQ, and some of the luxury trends they've incorporated down at Jubilee Place...*

Luxury brands the world over understand the importance of well-designed offices, fitted out to a standard which epitomises their brands but translates into a working environment. Take Savile Row tailors Gieves & Hawkes or Kilgour, both of which have created exceptional spaces for clients emphasising the craftsmanship which is integral to their businesses. In the same way, it's important for Finchatton to meet clients in a setting which is elegant and "on brand," hence we've incorporated joinery, technology, comfort cooling, artwork and accessories into our meeting spaces and ensured staff office space (the "engine room") is functional but still lives to the brand's core values.

COLLABORATIVE WORKSPACES

- We created spaces within the office (design library table, Egerton Room, shared table space) based on open plan design concepts. Innovation is at its best when staff collaborate to develop new ideas and move concepts forward.
- We decided to encourage staff interaction by moving away from traditional cubicles to allow for more spontaneous conversations and brainstorming. Here, the interior design team sits together, alongside our architects and project managers, so that any questions can be raised easily with everyone involved on a project
- White boards – the staff kitchen/dining space has a huge whiteboard allowing staff to add spur of the moment ideas.

MULTI PURPOSE SPACES

- We've put a large table in the kitchen which is used for less formal meetings as well as for staff to eat and mingle. We stock the kitchen space with healthy snacks to encourage this further.





Adam Hunter in Finchatton's Eaton Room at Jubilee House, 2 Jubilee Place, London SW3 3TQ

NATURAL LIGHTING

- We chose to move our office to a space that we feel really encompasses this. Natural lighting radiates throughout the first floor space through floor-to-ceiling windows overlooking the King's Road. We opted for an industrial design for the main working space that incorporates the already existing rawness of the space's open ceilings. The meeting rooms, in contrast to this, are fitted out with dropped ceilings, carpeting, joinery and are more formal in presentation.

WELLBEING

- In addition to healthy fruit and snack provision, the new office includes shower facilities to accommodate staff who run to work or who exercise at lunch. The building also offers cycle spaces for those using two wheels to commute.
- And we make available the best coffee and tea facilities – every flavour of herbal tea you can think of – and a coffee machine with weekly capsule deliveries.

TECHNOLOGY

- Technology is essential to the modern office, there's no doubt about that, and we have taken the same approach to integrating AV into the office as we do in our homes. Our Eaton meeting room for instance has a professional grade AV unit and amplifier system hidden away behind dark timber joinery, along with flush ceiling mounted speakers that you only realise are there when they are in use. All the meeting rooms are connected to the internal Finchatton network, so wherever you are, you can pull up the latest drawings and presentations and work on them together on the big screen. 🎧

finchatton.com
argentllp.co.uk

britishland.com
helical.co.uk
moreysmith.com