



KEY FACTS

The International Quarter, London

One-storey. 100m²

Ten-week site programme.

Creating an environment to encourage investment

THE BRIEF

Positioning the newly developed International Quarter as a vibrant and modern community to attract investors required a high specification sales and marketing suite to match.

Our client, international property group Lendlease needed an attractive base to meet potential investors and businesses interested in taking space at their new £2.4bn development in East London.

THE SOLUTION

A bright and welcoming marketing suite was designed and developed through our innovative approach, ensuring the building stood out and was enticing to potential investors. A key part of the design was to incorporate strong brand identity for the new development, with a striking tower to give prominence – acting as a beacon for site visitors.

The open plan internal layout created an inviting environment to showcase a scale model and artist's impressions to reflect the size of the development.





Innovation Collaboration Expertise



THE CHALLENGES

- To replicate the client's vision for the International Quarter: to create a welcoming neighbourhood where people, places and businesses connect in new ways
- Logistics – as a busy site in East London, our schedule of works needed to fit with the wider development and minimise disruption
- Return on investment was high on the agenda, so time and cost certainty were essential.

RESULTS

Our creative solution provided a modern, temporary building that fitted with the vibrant aesthetics of the existing area and created a welcoming space for potential investors. The high-spec fit out and strong branding helped to strengthen Lendlease's offer and allowed them to attract a return on their investment.

As a long-standing partner, we understand Lendlease's objectives well and work with them on many projects, of varying scale, to offer unique temporary solutions that meet the needs of their project, staff and stakeholders.