



Bespoke Bookmakers

Mayfair, London

3500 sq ft refurbishment and fit-out

6 week programme

Bespoke bookmaker

Tired grade C space turned into grade A quality

Implementation of strong brand ideals

Trading floor environment with more TV's than Dixons

Individual pieces of furniture to create a warm, comfortable and tailored environment

**safe
bet**

a taste of
Blue Jelly



The bespoke bookmaker providing privacy, personal service and imaginative hospitality to their discerning clients.

The brief was to acquire a workspace that could be refurbished and designed to be as bespoke as their business. Picking a floor of a Victorian mansion building with plenty of light was the blank canvas to fit rich wood floors, feature carpets, smooth plaster ceilings and bespoke partitions.

The environment was to be eclectic, focused and homely; yet boast state of the art IT and audio visual systems to keep brokers at the forefront of sporting developments. An interesting mix but one that was a great challenge for both the design and delivery team.

The main working area was to function like a trading floor and accommodate up to 20 staff. To support this over 40 high definition screens were installed and a new cooling system. Also, to further support the demanding work patterns, new central facilities such as showers and a break out area were created.

Cellular offices and meeting facilities married strong design derived from textures and colours with domestic styled furniture to create a warm comfortable and relaxed environment.

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