



Victoria, London

3,000sqft penthouse floor

Overseas Property & Investment Developers

Fast track timeline

New brand integration

Calm and sophisticated aesthetic

Acoustic confidentiality

warm welcome

a taste of

Blue Jelly



Having secured the penthouse floor of this fabulous building overlooking the gardens of Buckingham Palace, St Vincent were struggling to find a company to realise the potential of such great space. Two months after securing the lease and having had too many presentations which did not match their brief, Blue Jelly were introduced following the successful fit out of the 2nd floor.

Developing a more detailed understanding of the image and facilities needed by St Vincent illustrated that constraints from an existing layout could never work.

Re-planning the key areas such as reception, central breakout facilities and cellular spaces unlocked the feeling of space, natural light and ensured the facilities could have an exceptional feel.

Other areas key to the brief were creating a light, open reception area and a bolt hole tea point area with a more vibrant but still relaxed feel.

The last but formidable challenge was to establish good acoustic privacy for the offices. With domed ceiling details and mechanical vents from a central system, great attention to detail was required. Installations of a high quality acoustic partition system with double glazed units and specialist doors.

warm welcome

