

🔍 CASE STUDY

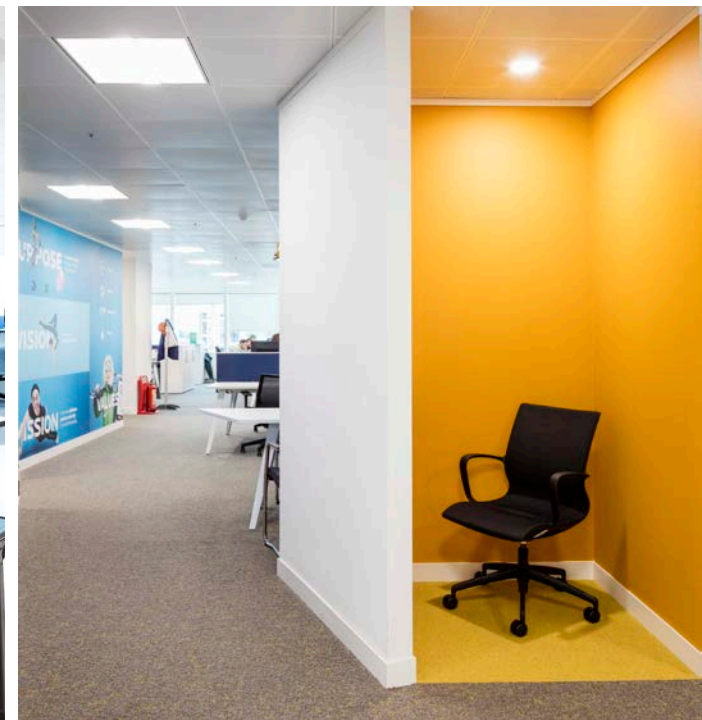


GUINNESS WORLD RECORDS

8,100SQFT HEADQUARTERS,
SOUTH QUAY LONDON
WORKPLACE FOR 100
EMPLOYEES

8 WEEK PROJECT
IMPLEMENTATION
PROGRAMME

BOLD AND ENGAGING
BRANDING THAT SHOWCASES
EXTRAORDINARY FACTS AND
FIGURES





WHAT'S THE STORY?

Guinness World Records are the ultimate International authority on a huge number of World records. The book itself holds a World record as the best-selling copyrighted book of all time.

Having outgrown their existing space in Warren Street GWR appointed CBRE to start an extensive building search, which ultimately led to the selection of South Quay, Canary Wharf.

Blue Jelly were then introduced by CBRE and invited to present a detailed design, fit out & furniture proposal as part of a tendered process.

Having obtained our full submission with space plans, 'sketch ups' and 3D visuals, GWR felt that our understanding of their target 'look & feel' had hit the right mark.

A key area of concern was the current lack of meeting space. With this in mind Blue Jelly created versatile meeting arrangements to cater for both corporate meetings and more relaxed soft seating areas for non-confidential meetings.

A key success feature focused on a large bespoke graphics package developed and installed by Blue Jelly.

The finished project provides an outstanding working environment where staff are enthralled and proud to be based in this intriguing home, built to reflect the quirky and wonderful world of Guinness World Records.

