



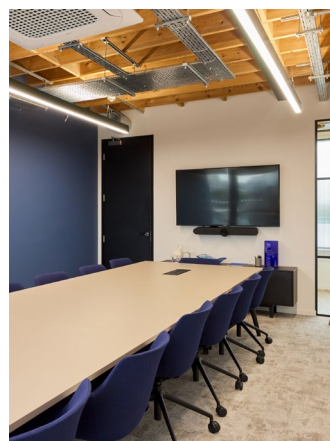
20,000 sq ft

| Putney, London

| 17 Weeks

BlueJelly.

WINCH DESIGN



The Brief

Winch Design are a high-end design and architecture studio that specialise in super yachts, private aviation and premium residences. They were looking for a partner to help them design and build a modern workplace to be their UK head office. Their property strategy was to move their team from 8 different locations into one studio in Putney. They wanted to embrace new ways of working with spaces for their team to work collaboratively, individually and remotely.

What We Did

Initially, we worked with Winch Design to complete a building appraisal which included developing the brief, analysing their space requirements, creating test fit scenarios and an assessment of the existing mechanical and services. Then we developed robust budgets, programmes and a feasibility study. Part of this initial process included developing design and proposals to install a communications stairway between the two main floors, which required us to get statutory and landlord approvals. We were appointed after Winch Design had secured their desired building with lease agreements. Our team built strong relationships with the leadership team through our structured engagement sessions and were able to harness the exciting ideas that came from their experienced design and architecture teams. The industrial finishes and earthy colour palette reflect the quality of the projects that Winch themselves work on. The furniture re-use strategy enabled Winch to maximise the life of their existing portfolio of pieces. Where new furniture was required, they've opted for premium furniture from Allemuir, Boss Design and others.

The Results

Working alongside passionate designers who work in an adjacent industry has been an absolute pleasure. We've challenged each other to think bigger. The resulting designs hit the high standards that we both hoped for and the results speak for themselves.



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