



7,500 sq ft

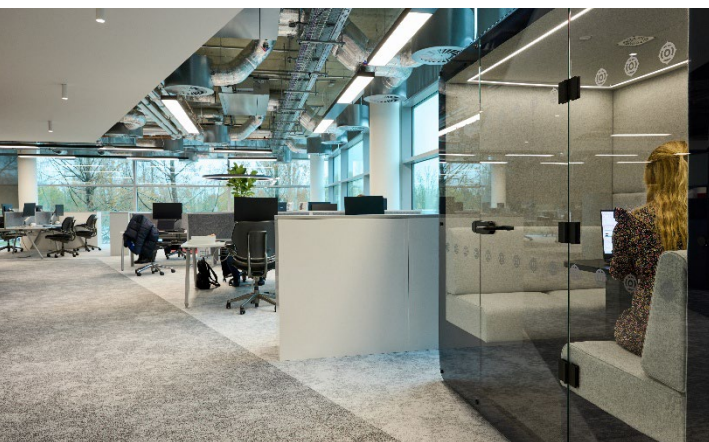
Botanica, Ditton Park

8 Weeks

**BlueJelly.**

**HITACHI**





## The Brief

After working closely with the Hitachi team on a project at Broadgate Tower they trusted that we would deliver on their brief for this project at Ditton Park in Langley. Hitachi wanted to create a workspace that was unmistakably theirs, incorporating their strong brand palette with modern and collaborative working styles to create an environment their staff wanted to come to. The designs needed to draw on the philosophies developed in the project at Broadgate Tower.

## What We Did

Initially, we supported the Hitachi team with layouts and space planning to understand how the space could be maximised. Taking into consideration access to natural light, the space plan positions the work settings along the outer edge of the workplace with the meeting rooms tucked in the centre.

The design concept balances sleek minimalism with tactile warmth, creating spaces that feel both refined and inviting. It draws on the strong brand colour palette and celebrates Hitachi's Japanese heritage. The Hitachi team wanted to include nods to the rich local history of the Ditton Park estate incorporating 80% Hitachi brand with 20% local history.

To support Hitachi's ESG goals we took a sustainable approach to the furniture strategy. Where possible furniture was reused and repurposed. We made sure this fitted with the overall design scheme and advised on sustainable new pieces to complete the space.

## The Results

This project was a huge success, the Blue Jelly and Hitachi teams worked seamlessly together proving the value of developing long term client relationships. The Hitachi team are thrilled with the outcome of this project and the team are utilising the spaces in the ways that were intended.



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