

23 September 2013  
Press Release

## Studio Seilern Architects wins AJ Future Reception ideas competition



A Live Landscape by Studio Seilern Architects

Derwent London plc (“Derwent London” / “The Group”) and Office Concierge are delighted to announce the winners of the AJ Future Reception competition, which they co-sponsored.

The winning project ‘A Live Landscape’ by Studio Seilern was described by the judges as ‘whimsical, attractive, inspiring and different’. Their proposal transformed the reception into an indoor park with butterfly enclosure, including meeting rooms, an event space and a garden changing with the seasons. Gibson Thornley were named runner-up, with their ‘24-hour city reception’, an adaptable reception with a flexible programme with an emphasis on constant transformation.

The competition was devised to explore the way people arrive at office buildings and to generate ideas – physical, virtual, technological, architectural – and potential solutions. Derwent London’s upcoming development White Collar Factory at Old Street, designed by Allford Hall Monaghan Morris, was used as the dummy site.

The Jury included Simon Silver, Head of Regeneration of Derwent London, Simon Cooney, Director of Office Concierge, Simon Allford, Director of AHMM, Christine Murray, Editor of Architects’ Journal and Peter Murray Chairman of Wordsearch/New London Architecture.

The competition was managed and promoted by Architects’ Journal.

Simon Silver, Head of Regeneration, Derwent London plc, commented:

*“For Derwent, the design of the entrance and reception to our buildings is fundamental to their success. We see this competition as an opportunity to challenge current thinking on the arrival experience in office buildings.”*

Simon Cooney, Director, Office Concierge Ltd, commented:

*“Our aim was that this competition would break down the barrier of the conventional reception desk and generate innovation and fresh ideas from the design world. We at Office Concierge are somewhat obsessed with improving what we call ‘the first touch experience’ for both visitors and staff working in the 220 buildings in which we operate.*

For further information please contact:

**For Derwent London**

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**For Office Concierge**

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**Notes to editors**

**Derwent London plc**

Derwent London plc owns a portfolio of commercial real estate predominantly in central London valued at £3.1bn as at 30 June 2013, making us the largest London-focused real estate investment trust (REIT).

Our experienced team has a proven record of value creation through development, refurbishment and asset management activities. We take a fresh approach to each building, adopting a design-led and tenant-led philosophy. We focus on buildings with reversionary mid-market rents, particularly those in improving locations around the West End and the City borders.

Landmark schemes in our portfolio of 5.5 million sq ft (510,600m<sup>2</sup>) as at 30 June 2013 include Angel Building EC1, The Buckley Building EC1, Qube W1, Horseferry House SW1 and Tea Building E1.

In 2013 to date Derwent London has won the OAS 'West End Deal of the Year' for our letting to Burberry at 1 Page Street SW1 and 'City Development of the Year' for our 4 & 10 Pentonville Road N1 scheme as well as 'Developer of the Year' at the New Energy & Cleantech Awards. It also won an EPRA Gold award for corporate and sustainability reporting and Buckley Building won the AJ Retrofit award for offices over £5m.

Derwent London came seventh overall in the 2012 Management Today awards for 'Britain's Most Admired Companies', topping the real estate sector for the third year in a row. Earlier in 2012 the Group won the Estates Gazette 'Property Company of the Year – Offices' award.

For further information see [www.derwentlondon.com](http://www.derwentlondon.com) [www.whitecollarfactory.com](http://www.whitecollarfactory.com)  
or follow us on Twitter at @derwentlondon

**Office Concierge Company Limited**

Office Concierge is London's leading 'reception management' company with over 600 concierge staff managing the reception areas for 220 buildings covering 20 million sq ft, servicing 150,000 occupiers on a daily basis. They welcome over 5 million people to their clients' buildings every year and pride themselves on delivering a truly memorable visitor experience.

All our personnel are handpicked from the 'customer care industries' such as the airline, hotel and various retail sectors. We look to ensure that they have outstanding interpersonal skills as well as portraying a professional image. All OC Operatives present an immaculate appearance, which is achieved by our OC 'wardrobe', our strict grooming standards and investment in on-going customer care training.

Our Clients are also able to access an array of corporate and personal lifestyle services through our Privée division. Furthermore in 2013 we extended our Privée service to the residential market and are now responsible for delivering Concierge & Lifestyle services to over 500 luxury residential units across London.

For Further information see [www.officeconcierge.co.uk](http://www.officeconcierge.co.uk)  
or follow us on Twitter at OC\_Reception or Priveebyoc

**Architects' Journal**

For more information on the completion and winning projects, please visit  
<http://www.architectsjournal.co.uk/competitions/future-reception/>