

Innocent Drinks

Project



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Innocent Drinks Project

Opportunity

Global juice company, **innocent**'s London HQ, Fruit Towers, needed to reflect the company's growth and changes in its European operations since the building was first occupied in 2011.

Innocent wanted to move away from the traditional office set-up of individually assigned desks and bookable meeting rooms to reflect changing working practices and pressure on desk and meeting space. They spent time gathering input from the entire London team of 300 people in order to develop ideas to evolve the company's ways of working. Feedback from the team found that staff wanted more variety in the types of space available.

innocent worked with a collective comprising MONTROC Consulting, Wylde Interior Architecture, Dice Workplace Interiors and GEMCO. Together, they designed a concept of a new Fruit Towers with a selection of spaces for specific activities, that would encourage the company to be more agile and flexible, creating an environment that enables fast-paced business whilst fostering the sense of community that is at the core of **innocent**'s company values.

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Dixi wing back chairs



Centro bar stools



Tryst canopy booths



Centro benches



Tryst canopy booths



Co.Table, Centro benches

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Solution

After running a successful pilot to engage people in the changes, the final design transformed the **innocent** workplace from four floors of mostly desks to a truly agile workspace. Three floors have a mixture of clutter-free desks along with 121 breakouts and spaces to collaborate or take calls. The top floor has become a multi-purpose area that takes advantage of the bright, airy space with great panoramic views from north-west London into the city.

A wide selection of high quality Connection furniture for agile working was specified.

Rooms freestanding structures furnished with TV screens, **Centro** poseur tables and bar stools provide places for meeting, presentations and video calls.

Multiple spaces for informal meetings are defined by a variety of **Dixi** wing back chairs, **Mae** low and high back chairs, all upholstered in fresh fruity colours, complemented by **Omni** and **Flow** coffee tables.

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Dixi wing back chairs



Rooms, Centro table & bar stools



Tryst canopy booth, Mae chairs & Omni coffee table, Rooms

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Solution

Co.Tables, **Centro** tables and **Centro** benches are dotted throughout, providing practical spaces to meet, collaborate and spread out work.

The result is a stunning office environment that encourages collaboration, where people have adapted extremely well to the changes in their ways of working. New spaces are now being used for catch-ups, decongesting the meeting room booking system, with video calls taking place in areas that are free of disruption.

For further reading about this project and the change management processes employed to make it such a success with the **innocent** team, see: www.linkedin.com/pulse/innocents-revamped-london-office-new-way-working-david-mckay

Photography by Marek Sikora

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Mae high back chairs



Rooms, Centro table & bar stools