

DREES & SOMMER: RE-BUILDING EUROPE 150 HOLBORN OVERVIEW



28th November 2023

DARGROUP

Location; Central & Well Connected



ATTRACTIONS

- 1 Sir John Soane's Museum
- 2 Hunterian Museum
- 3 Hatton Garden
- 4 The London Silver Vaults
- 5 Maughan Library
- 6 The Red Lion Square



GREEN SPACES

- 7 Gray's Inn Gardens
- 8 Lincoln's Inn Fields

TRANSPORTATION

- 9 Chancery (Central Line)
- 10 Holborn
- 11 Farringdon
- 12 City Thameslink

Not illustrated: A short bus journey from Kings Cross St Pancras and Euston.

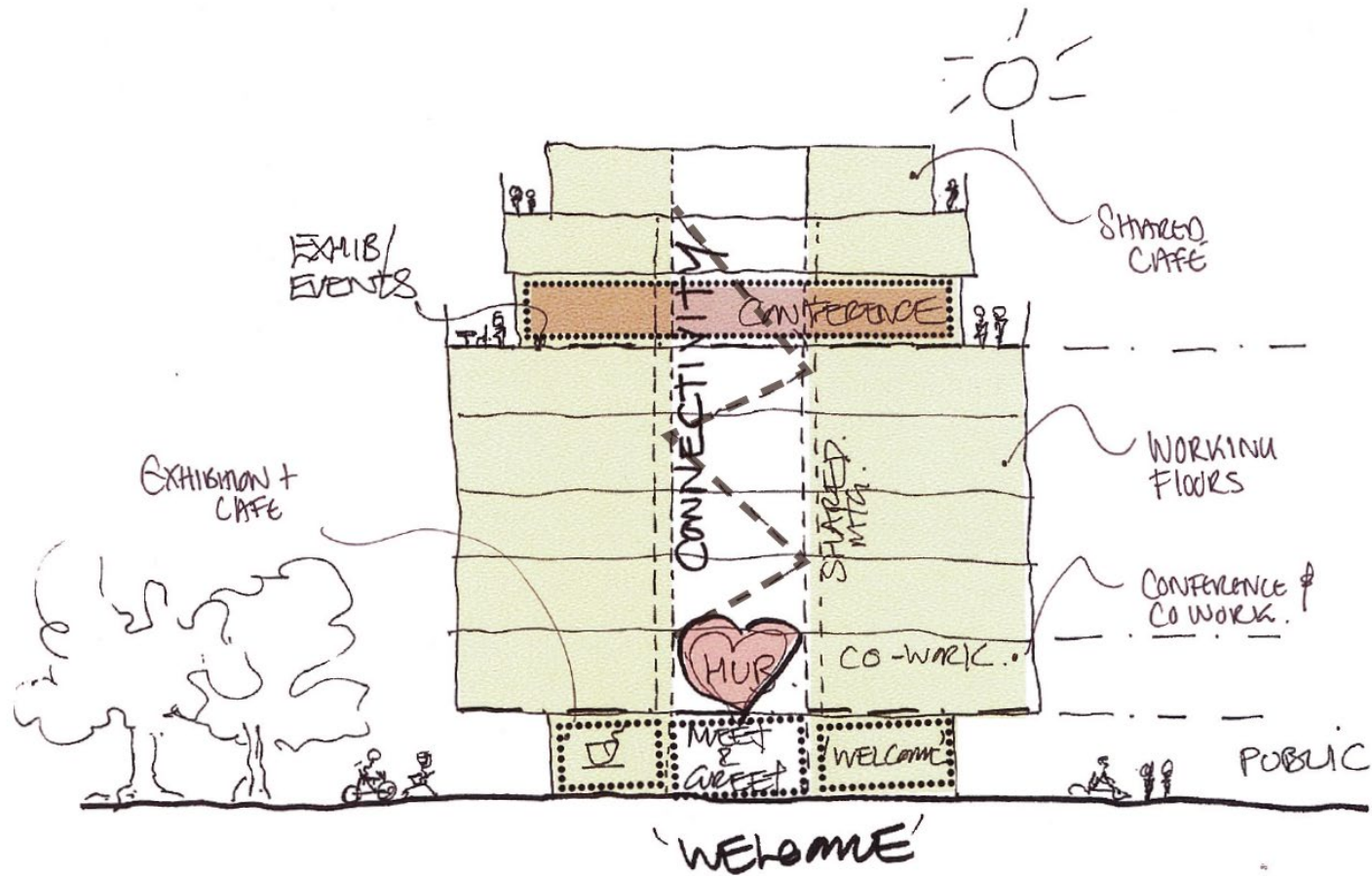
-  Restaurants and bars
-  Supermarket
-  Gym and leisure facilities
-  Health and beauty retail and pharmacy

Background

“Develop a new Grade A HQ building to house our brands, that also had the flexibility for 3rd party accommodation and occupation”

- Site acquired in Spring 2015.
- Planning consent for Existing 1970's building for refurbishment with an additional 2 floors
- Member firms engaged as our design team.
- Decision to demolish and re-develop the site required a new planning application.
- The building's key function was to support collaboration and transparency and the scheme concept articulated this

Original Building Concept



Collaboration

- **Collaboration** is at the heart of the building design
- **Flexible** smart, quality space for all pillar company staff, better quality than respective firms previous locations
- **Transparency** between the floors with the sculpture feature staircase to link us all, brand visibility, it is our “collective building”
- **Shared facilities** with catering, roof pavilion and garden to encourage our people to mix, along with shared meeting facilities
- **Clients** are welcomed by our front of house team and escorted to dedicated 1st floor business lounges and meeting rooms

People

- **People:** collectively our biggest and growing challenge is to attract and retain talent
- **Facility:** to attract people back to the office post-COVID in a flexible and attractive work environment
- **Clients:** a welcoming hub for clients and client-focused events
- **Staff:** an inclusive space for shared social, learning and sector based events
- **Industry:** an inspiring venue for hosted and sponsored events including seminars and conferences to enhance our collective visibility

Building stacking and facilities



- ← **Roof:** Pavilion presentation space, seating and landscaping
- ← **7:** Dar Group and staff cafe
- ← **5 & 6:** Major projects, incubation and live lab technology spaces
- ← **4:** Currie & Brown
- ← **3:** PW/Portland and Penspen
- ← **2:** Dar and Introba
- ← **1:** Client suite and meeting rooms
- ← **Ground:** Retail, reception & cafe
- ← **Basement:** Plant, bike stores and showers

Building Metrics

- 135,000 sq ft office space
- 2,370 sq ft rooftop pavilion set in a landscaped roof garden
- 15,000 sq ft residential across 13 apartments
- 15,000 sq ft retail across 5 units, split across the basement and ground floors
- Single storey basement with cyclist amenities
- Phased occupation commenced in January 2023
- Certification: BREEAM Outstanding, LEED Platinum, Wired score Platinum, Smart score Platinum

Smart Digital Building

- **Smart technology platform** across the building from iBMS through to a range of sensor technology and a bespoke 150 Holborn app for staff and visitors
- **Live data collection** will cover energy, space utilisation, air quality, asset performance, meeting room booking and catering
- **Data lake** will enable analysis to support business decisions and asset management through a CAFM system
- **“Living Lab”** - 150 Holborn will operate as a live test-bed for our digital colleagues
- **Evolution** – the building will evolve over time as we evolve, underpinned by live data-based decision making



THANK YOU

DARGROUP