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Introduction



Toby Benzecry
CEO and Founder

How the years tick by! It feels as if I've only just written the introduction to the 26 year book and now here's number 27. That makes us one of the oldest companies in office design and build, but we undoubtedly are the most exciting to work for and with. Despite a crowded market, Modus continues to be the benchmark for excellence in the design and build of workplaces.

Modus really started as a workplace consultancy, although we didn't use that term then. The business flickered into life during a chat over a pint of beer in Wandsworth and from our first office in my dining room we chose a name and wrote a business plan. Within four months, now operating from a dingy attic in Kingston, we hired our first designer and Modus as it is today, was born. Twenty-seven years later we have more than forty amazing people in our design team and we're widely recognised as the leading creative company in the industry. Those designers are supported by engineers, project managers and many others who turn their 3D renders into reality.

We've seen many trends over the years. When we started, computer networks were in their infancy, few people had heard of the internet, mobile phones were huge and not very mobile, desks were "L" shaped to house the cathode ray tube computer monitor, there were secretarial typing pools, miles of filing cabinets and most managers had their own private offices. Now we're all agile, well, eco, activated, connected...

These are interesting times: the entire structure of the market is changing. In 2018, as the roll out of flexible-lease space continued unabated, we did almost as much business with co-working operators as with tenants. Is this sustainable? Will traditional landlords all feel compelled to create their own offerings? Will some co-work operators get into difficulties if the economy downturns? Will over-supply turn into a race to the bottom?

Our guess is that quality will out. Operators who have good locations, thoughtful fit outs and great customer service will do well, even in headwinds. Those who are the most faddish or compete largely on price will attract the most unreliable revenues and be the most vulnerable at low points in the cycle.

But not every company wants to be in a co-working centre. Where our clients take their own space we're seeing them focusing on the experience of their workers more than ever before. They know that the investment they make in their offices can make the difference between good and

great performance in the future, so getting it right is vital. Workplace design is now as much about management consultancy as it is creativity.

The buzzword for everyone - whether in a coworking centre or their own tenancy - is "agility". This has come to stand for everything that a modern office should offer. Now technology has made us truly mobile we should expect the workplace to provide a specific "somewhere" for anything we need to do. But for me the really interesting thing - after years of hearing about the rise of nomadic workers and working from home - is that this mobility has not heralded the death of the office: people actually want to come to a place of work and employers encourage them to do so. Virtual organisations are not as effective as physical ones; we thrive when surrounded by others.

So, our future looks bright. Businesses increasingly recognise that their brand, culture and competitive edge are inextricably entwined in the places they provide for their people to work and their clients to visit. Modus has helped to shape many of these ideas and we look forward to continuing to do so for years to come.

This book continues a tradition of publishing an annual to showcase our wares. It contains pictures of some of the most exciting projects that we've built over the last couple of years. I hope you'll agree that they all look fantastic and demonstrate levels of creativity, quality and detail that are rare in this industry. It is this integrity of approach that has attracted the very best - Modus is such a stimulating place to work because one's always surrounded by incredibly talented and motivated people doing something that gives them great satisfaction. We have a saying: "come to Modus to do your best work". We mean it.

Here's to the next twenty-seven years.

A handwritten signature in black ink that reads "Toby".

Dimension Data

Victoria, London



SIZE: 11,000 sq ft

SECTOR: Technology



Mindspace

Shoreditch, London



SIZE: 32,000 sq ft

SECTOR: Co-working





Deliveroo

Bank, London



SIZE: 18,500 sq ft

SECTOR: Food Delivery



Focus on Design.

Size: 28,000 sq ft
Sector: Retail & Consumer Brands

SLG

Cheltenham





Interview with

Vidhi Sharma
Design Director

“There were some fantastic raw elements that we wanted to keep and that have become core pillars throughout the project design.”



Above:
Sample of living wall feature

Top Left:
Neon sign detail

Top Right:
Final 3d visual for the pitch



SLG's Project Paradise was an exhilarating project. We worked really closely with the client from initial concept to project completion. We wanted to represent them as a company and help them stand apart from their competitors. Our ultimate aim was to utilise inspiring elements to create a memorable and contemporary space.

With design a key driver behind this project, the client was keen to feel a strong connection between himself and the lead designer in order to feel confident that we could produce the style of space that he had envisioned. Making sure that we have the right team in place, not just technically

but culturally, is something really important to Modus, because client satisfaction is at the heart of everything we do.

The building was inherited as a concrete shell, which meant that we had a relatively blank slate to work with. There were some fantastic raw elements that we wanted to keep and that have become core pillars throughout the project design. We also mixed in a number of exciting, engaging and Instagram-worthy elements including neon signs, street art, tropical plants and timber details, to make the final space extra special.



Winner: National Workspace Award, April 2019



Blurring lines between work and leisure

“The client wanted a tropical paradise atmosphere in the office space, so that employees would love coming to work.”





The office features many powerful graphics



SLG

Miles Dunkley
CEO & Chief Creative Officer

It has been a pleasure to have worked with the team at Modus in the realisation of our design vision for Studio 19. They have proven to be a creative, professional and highly capable partner who I'd love to work with again in the future.

The design team at Modus led by Vidhi Sharma have worked seamlessly with SLG and taken the execution of the scheme to an extra-ordinary level of brilliance. So many creative challenges have been solved along the way and the results are incredible. Thank you Modus!



TES
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NY

Storey

Paddington, London



SIZE: 15,000 sq ft SECTOR: Property





Private Members' Club

Fitzrovia, London



SIZE: 26,000 sq ft SECTOR: Members' Club





Kayak

Farringdon, London

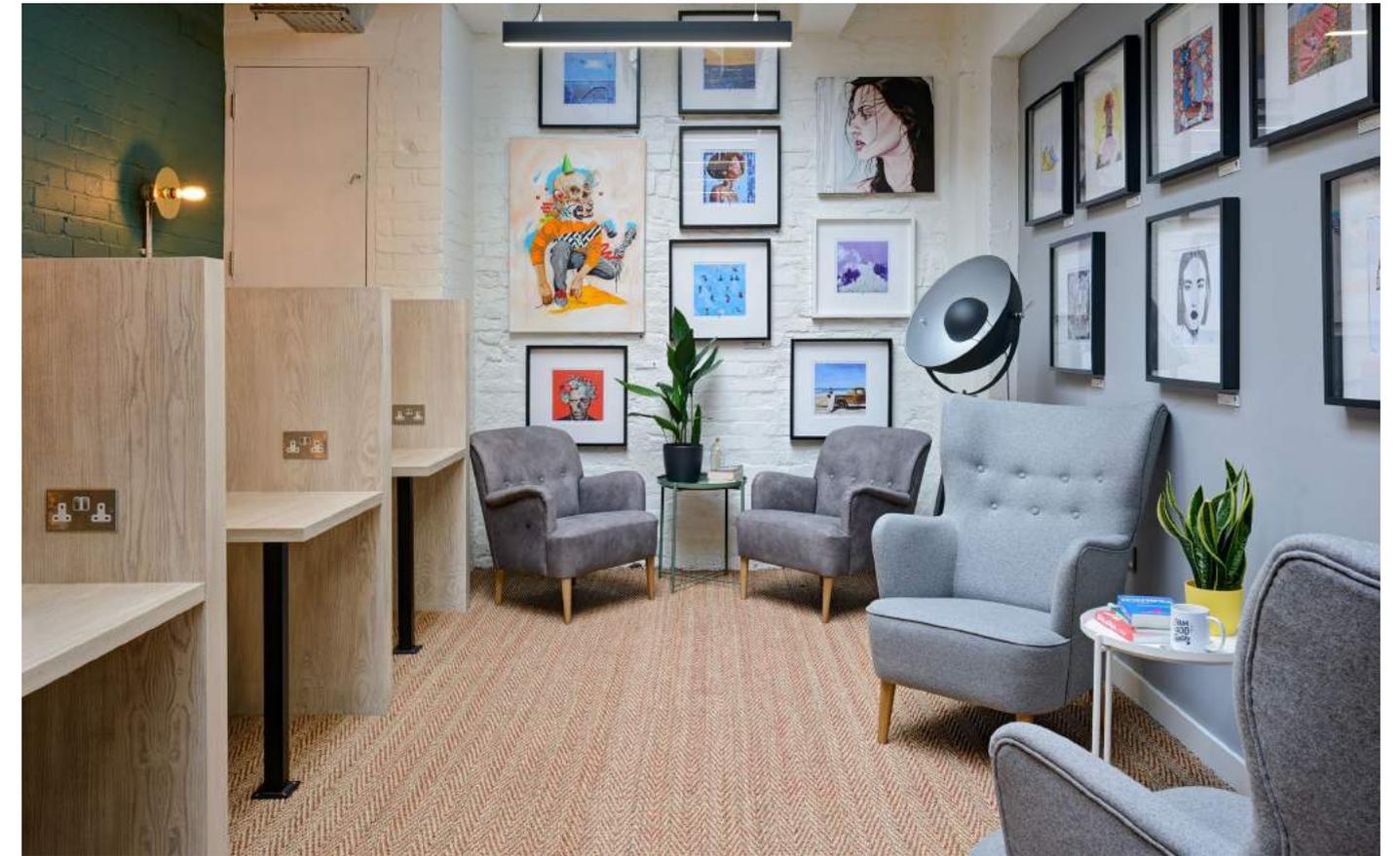


SIZE: 7,000 sq ft SECTOR: Travel



Work.Life

Bermondsey, London



SIZE: 10,000 sq ft

SECTOR: Co-working



Focus on Graphics.

Size: 20,000 sq ft
Sector: Betting & Gaming

London

LADBROKES CORAL





Interview with

Madyson Laurent
Head of Graphic Design

"We were able to get involved more directly with the client in a way we, as in-house graphic designers, don't usually get to."



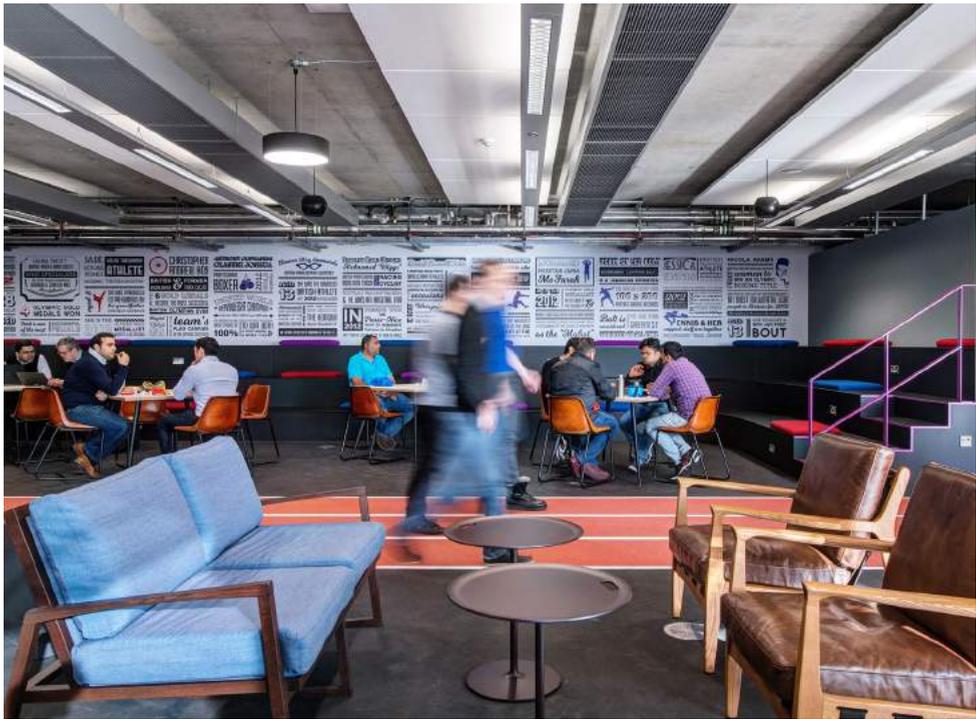
Left:
Hand painted graffiti wall

Below:
Spray paint stencils



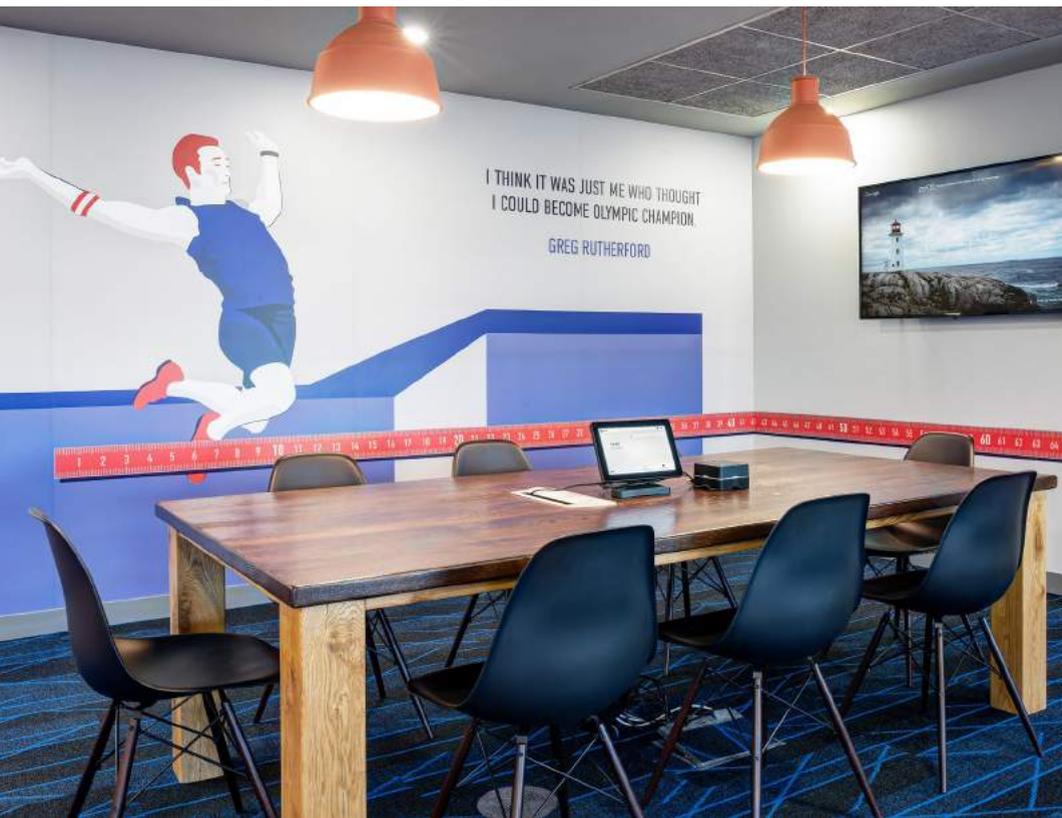
The Ladbrokes project was exciting to be part of, not only because of the opportunity to create a visually inspiring and dynamic wayfinding solution for their office, but because we were able to get involved more directly with the client in a way we, as in-house graphic designers, don't usually get to. There was also a lot of scope given to the Modus team to develop identities for key areas within the Ladbrokes space.

Given the nature of the business and the location, there was an opportunity to create a bespoke solution that personalised the office for the Ladbrokes employees. Our team worked hard to bring the sporting heritage to life by tying together the brand identity and the London 2012 Olympics. Each graphic paid homage to a Gold Medal winner and a running track was installed to create a connection between the spaces.



Breakout area features bios of Olympians

“ In order to give the best final result, the Graphic Design team and I went on-site to hand spray the main graffiti wall ourselves. It was fantastic for our team to be able to provide this additional value to Ladbrokes and we hope they love it as much as we do.”



The rooms were polished yet playful



LADBROKES CORAL

Rob Davis
CTO Sports

I just wanted to send a brief note of personal thanks for the fantastic work that you have put into building LC2. The space instantly felt like home and we are absolutely delighted to be moved in. I receive continuous compliments about the design (as if I designed it myself!) and there is a genuine feel good factor around the teams based there. It has also provoked much envy from colleagues in other offices.

Your team were absolutely great and I'd be delighted to recommend you in the future and perhaps will end up on another build in the years to come.

TES
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Spaces

Manchester



SIZE: 88,000 sq ft

SECTOR: Co-working



Gravis Capital

Mayfair, London



SIZE: 5,000 sq ft SECTOR: *Financial*





Joseph Joseph

Southwark, London



SIZE: 15,000 sq ft SECTOR: Retail & Consumer Brands



Focus on Delivery.

Size: 68,000 sq ft
Sector: Engineering

London

ATKINS





Interview with

Luke Hughes
Contracts Director

“Client satisfaction is another integral part of what makes Modus a successful partner, because it’s not about us. It’s about the client.”



Left:
Visual of the
reception area

The Atkins Nova project had challenging deadlines and a number of critical technical requirements, making it a really interesting project to deliver. We happily take on projects that most of the industry would consider outside the ‘conventional fit out’ and I think this speaks volumes for our team’s approach to new challenges. Modus offers a very dynamic and flexible approach to D&B as a whole to our clients.

Client satisfaction is another integral part of what makes Modus a successful partner, because it’s not about us. It’s about the client. So, in my role, I always try and put myself in the client’s shoes and approach my delivery from their perspective. Being a complex project, with a phased handover over three sectional completion dates, communication with Atkins was a key factor that I believe enabled the successful delivery of the project one week ahead of schedule.





AV speakers and microphones integrated in the ceiling

“ We happily take on projects that most of the industry would consider outside the ‘conventional fit out’ and I think this speaks volumes for our team’s approach to new challenges.”





Left:
The Nova Building



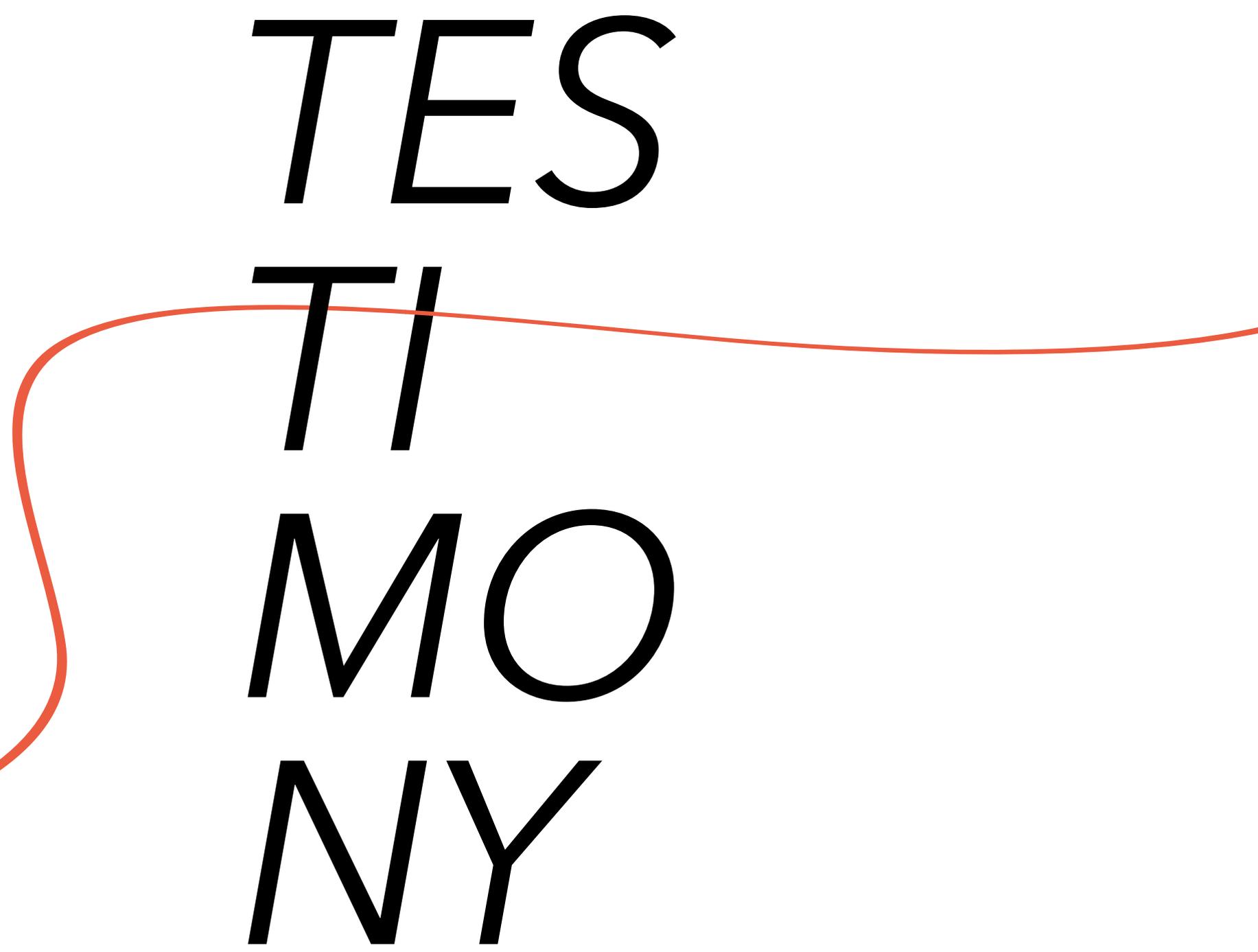
Reconfigurable modular meeting room

Atkins Nova

Ashley Clough & Tony Brady
Director & Associate Director

What a fantastic result congratulations to all involved that is an excellent achievement – you must be extremely proud – I know I am.

A quick note to say how impressed our senior leadership team has been with your team during their site visits to Nova North. This is a crucial project for our business and I'm informed that Modus has really been pulling out the stops to meet our deadlines and work collaboratively with us. Great team work!



TES

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Vedanta

Mayfair, London



SIZE: 6,700 sq ft

SECTOR: Minerals & Mining



Private Equity Fund

Marylebone, London



SIZE: 25,000 sq ft SECTOR: Financial



Reply

Victoria, London



SIZE: 35,000 sq ft SECTOR: Technology



Skyscanner

Bloomsbury, London



SIZE: 24,000 sq ft SECTOR: Travel



THE SHARD

Working in high rise buildings is not easy. The building management and quality standards are, understandably, extremely rigorous, and the logistics of moving people and materials through the bottlenecks of the loading bay and elevators are significantly challenging. Fortunately we have a vast amount of experience designing for, and building in, tall buildings and our clients often find that their landlords take great comfort seeing the name Modus on the application for license to alter.

In 2013 we were lucky enough to be appointed by Foresight Group to design and fit out their new offices in The Shard; only the second lease to be signed in the building. When they took occupation in 2014 the effect on their business was immediate and transformative: within six months they were negotiating to take more than twice as much space on a higher floor. We completed that project for them only a year after they first took occupation, and since then have added another suite. Foresight are an exemplar of excellent property strategy: they cleverly use location and design to support their business objectives and as a result have experienced 40% pa compound growth since they moved into The Shard.

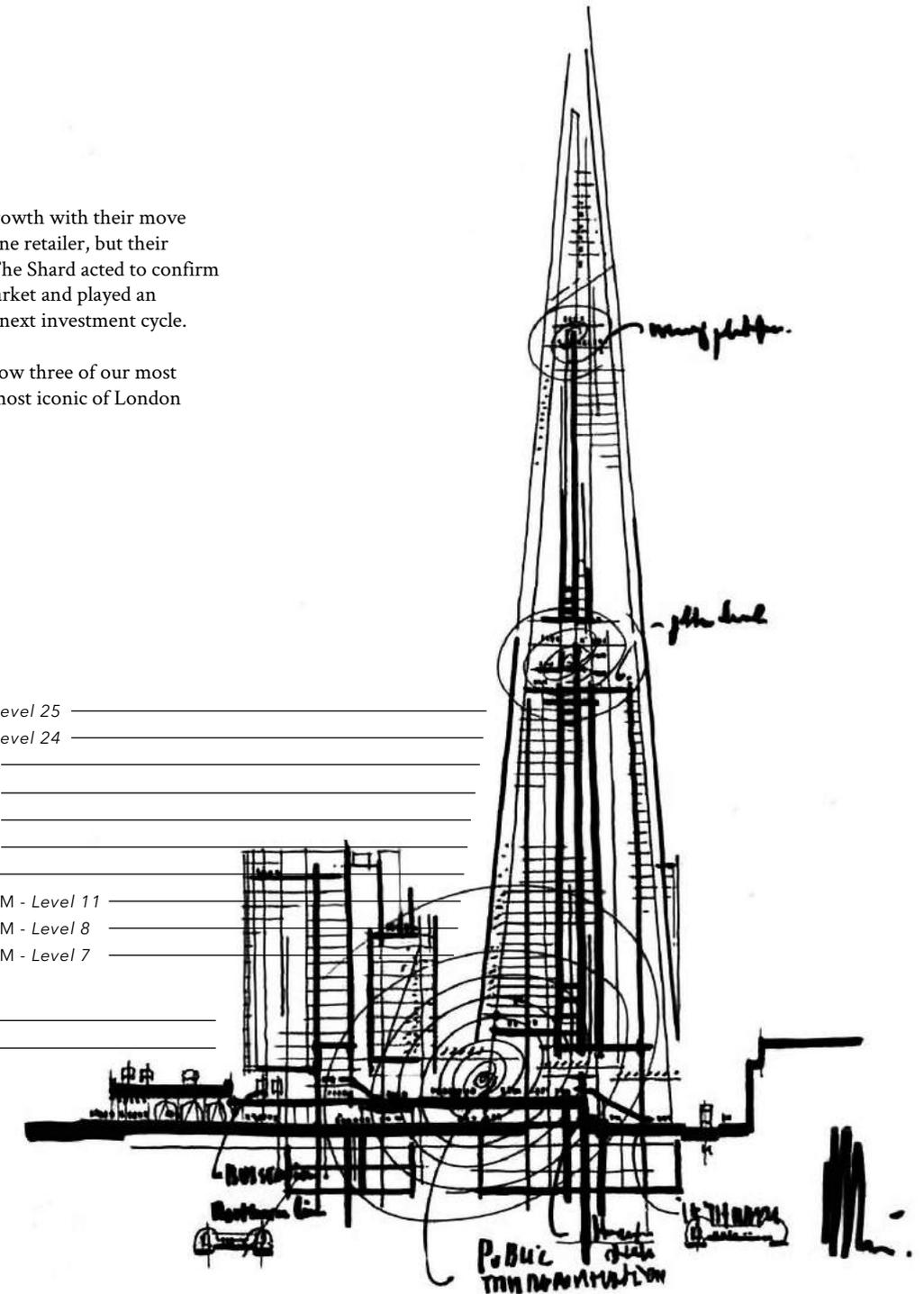
Our work for Foresight and the excellent relationship we developed with the building's management team, turned into many other opportunities as the diagram (right) shows. The striking thing is that every business that we have moved into The Shard has prospered as a direct result of being in the building.

This is the potential of location and underlines how physical space can act as a powerful extension of a company's brand, and reinforcement of their culture. Matchesfashion.com for instance had already

undergone explosive growth with their move from traditional to online retailer, but their physical relocation to The Shard acted to confirm their position in the market and played an important role in their next investment cycle.

The following pages show three of our most recent projects in this most iconic of London landmarks.

- THE OFFICE GROUP - Level 25
- THE OFFICE GROUP - Level 24
- FORESIGHT - Level 23
- FORESIGHT - Level 18
- FORESIGHT - Level 17
- XIO GROUP - Level 15
- MITIE - Level 12
- MATCHESFASHION.COM - Level 11
- MATCHESFASHION.COM - Level 8
- MATCHESFASHION.COM - Level 7
- TERADATA - Level 3
- REGUS - Level 2



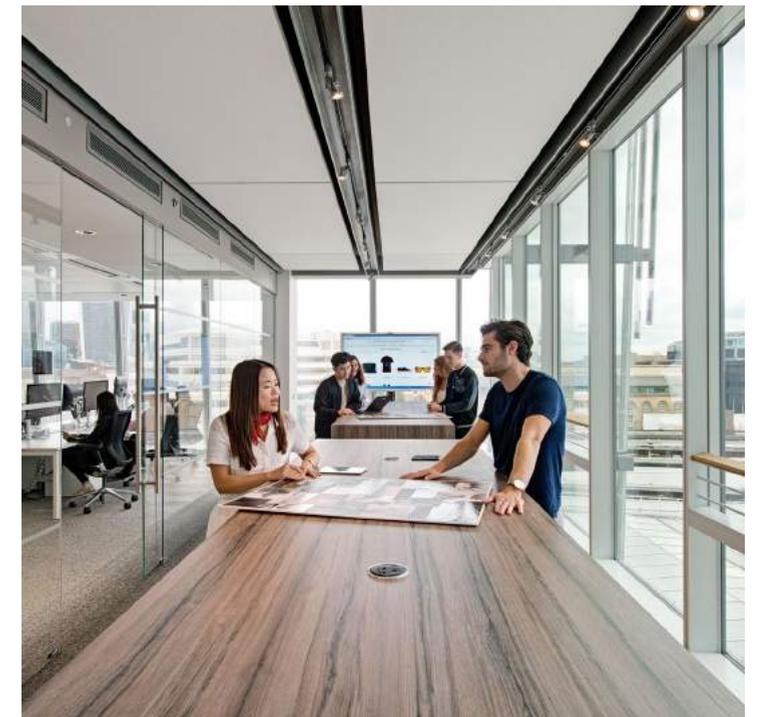


MATCHESFASHION.COM

Level 7, 8, 11



Size: 30,000 sq ft
Sector: Fashion





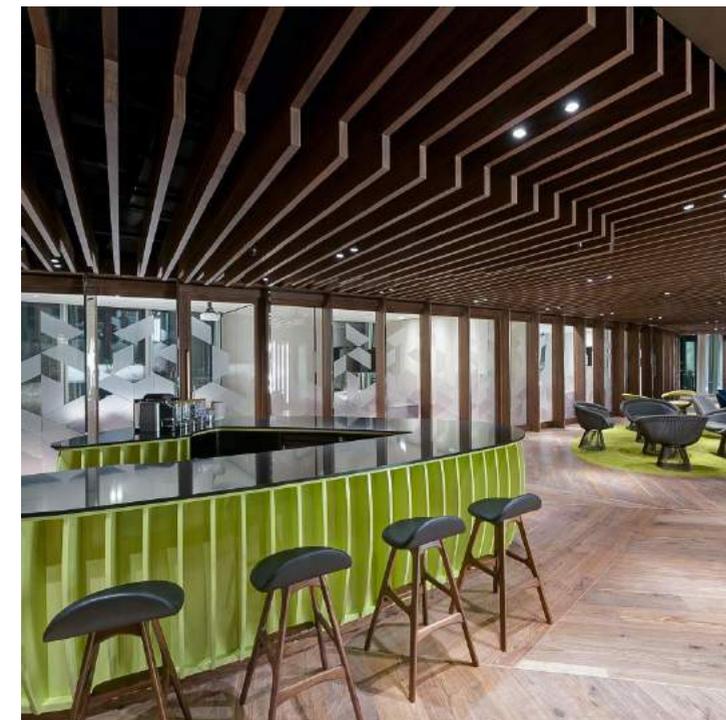


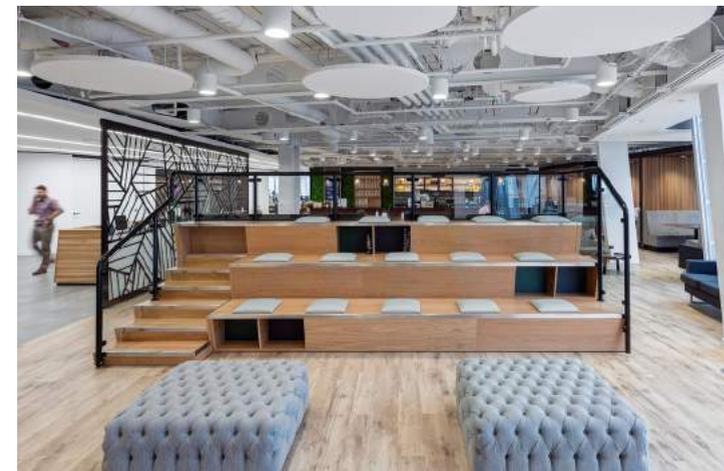
THE OFFICE GROUP

Level 24, 25



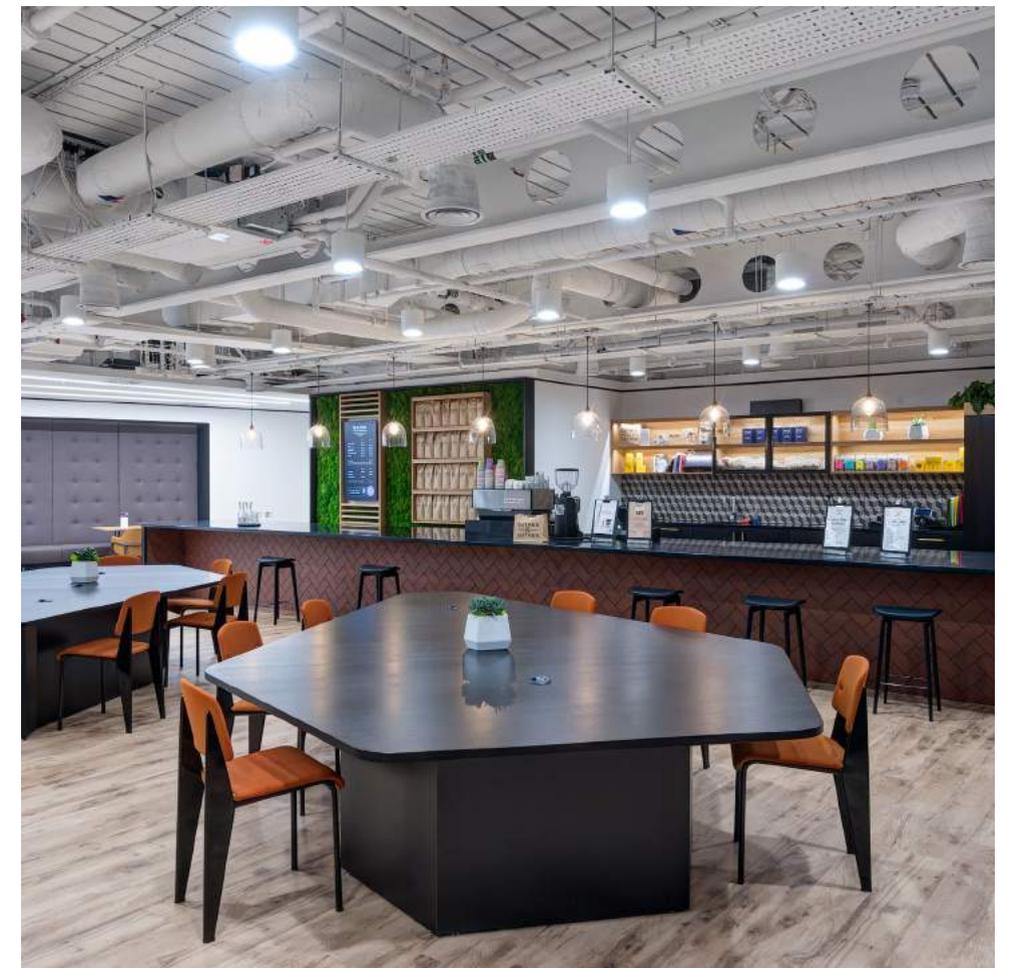
Size: 31,000 sq ft
Sector: Co-working





Size: 30,000 sq ft
Sector: Business Services

MITIE
Level 12



Mitie

Marc Selby

Director Property Solutions

I just wanted to say a massive thank you to the whole of the Modus team for delivering such a great space. The office has been really well received, great feedback and a real buzz about the place.

The whole project has been a huge testament to your design and quality of fit-out and I have no hesitation in saying that whether it's at Mitie or wherever I end up, I'll be asking Modus to do all my design and fit-outs!

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The Office Group

Marylebone, London



SIZE: 40,000 sq ft

SECTOR: Co-working



London Executive Offices

Fulham, London



SIZE: 27,000 sq ft

SECTOR: Co-working

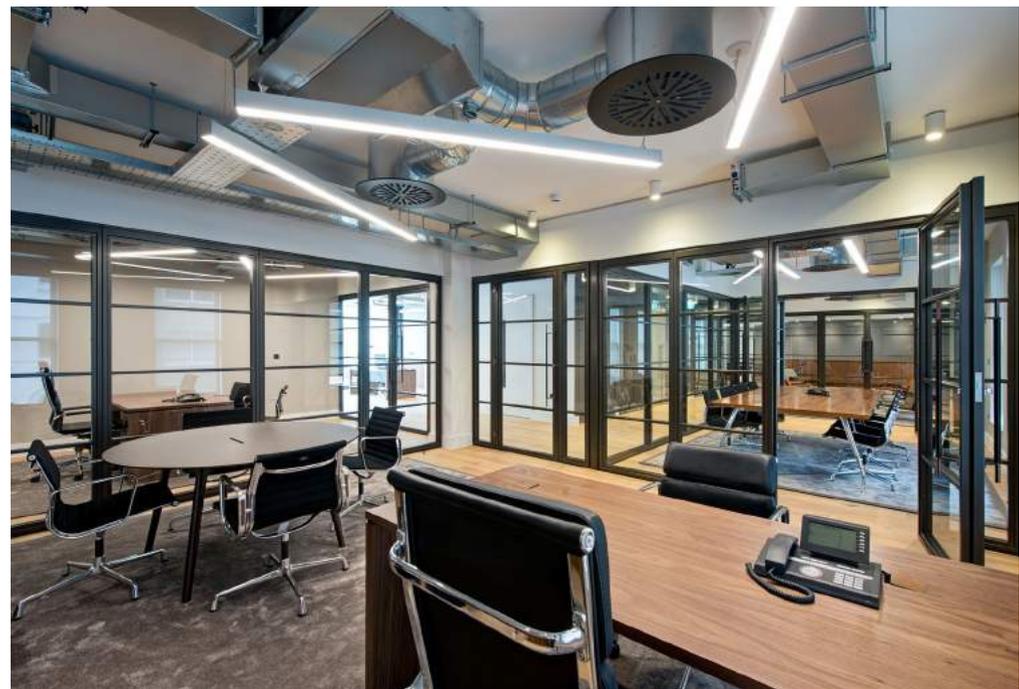


Craigewan

Marylebone, London



SIZE: 10,000 sq ft SECTOR: Property



Primalbase

Finsbury, London



SIZE: 12,000 sq ft SECTOR: Co-working



