

MODUS:



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# Introduction

**By the end of 2020 we will have been going for twenty-nine years. Our original idea – that companies should be using their offices as a key tool of their corporate strategy – is more relevant than ever. In the world’s great cities there is a battle for talent and markets like never before. Having a workplace that sets you apart from your competitors creates significant strategic advantage.**

Modus flickered into life during a discussion about this concept over a pint of beer in Wandsworth. 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-eight 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, secretarial typing pools were still being used, filing cabinets were everywhere and most managers had

their own private offices. Now we’re all agile, healthy, eco, activated and connected.

We’ve seen a fascinating development in the office market in the last three years as the industry tries to adapt to a marked shift in tenant preference towards renting pre-fitted space on short, flexible leases. Whether it be a serviced, coworking, managed or flex space, tenants seem to be wanting more of it, and landlords, operators and agencies are rushing to develop their individual approaches. We’ve had more experience in this market than any other company and have packaged services into a single programme – Tenant-Ready™ – which is already proving very popular.

Meanwhile, where companies want to carry out their own fit outs, we see our corporate occupiers 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.

Toby Benzecry  
*Founder*



28<sup>th</sup>



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6-7

## Testimony

We always had the feeling we were in safe hands. Modus knew what they were talking about and we trusted the team. Modus stayed on track and on budget and what we saw at the end was what we had agreed we wanted.

Chris Gibson  
*Pen Partnership*

# Tenant -Ready™

Demand for pre-fitted office space is growing exponentially as tenants seek flexibility and agility. The rise of coworking seems to have triggered a tipping point whereby even large occupiers are using “flex” offerings for a substantial proportion, or all, of their commercial real estate.

Satisfying this demand had been the preserve of coworking and serviced office businesses, but the last few years has seen a rapidly growing intermediary sector for managed space, landlords offering pre-fitted and brokers developing their own approaches.

We’ve dedicated a team to this market and created a programme: Tenant-Ready™. This is the distillation of twenty-five years of experience in the pre-fitted marketplace.

There are several Tenant-Ready™ projects in this book. You can tell which ones from the stamp:



## The Tenant-Ready™ Programme Includes:



Feasibility and consultancy



Data driven specification



Design to market requirements



Technology integration



Fast, low cost build



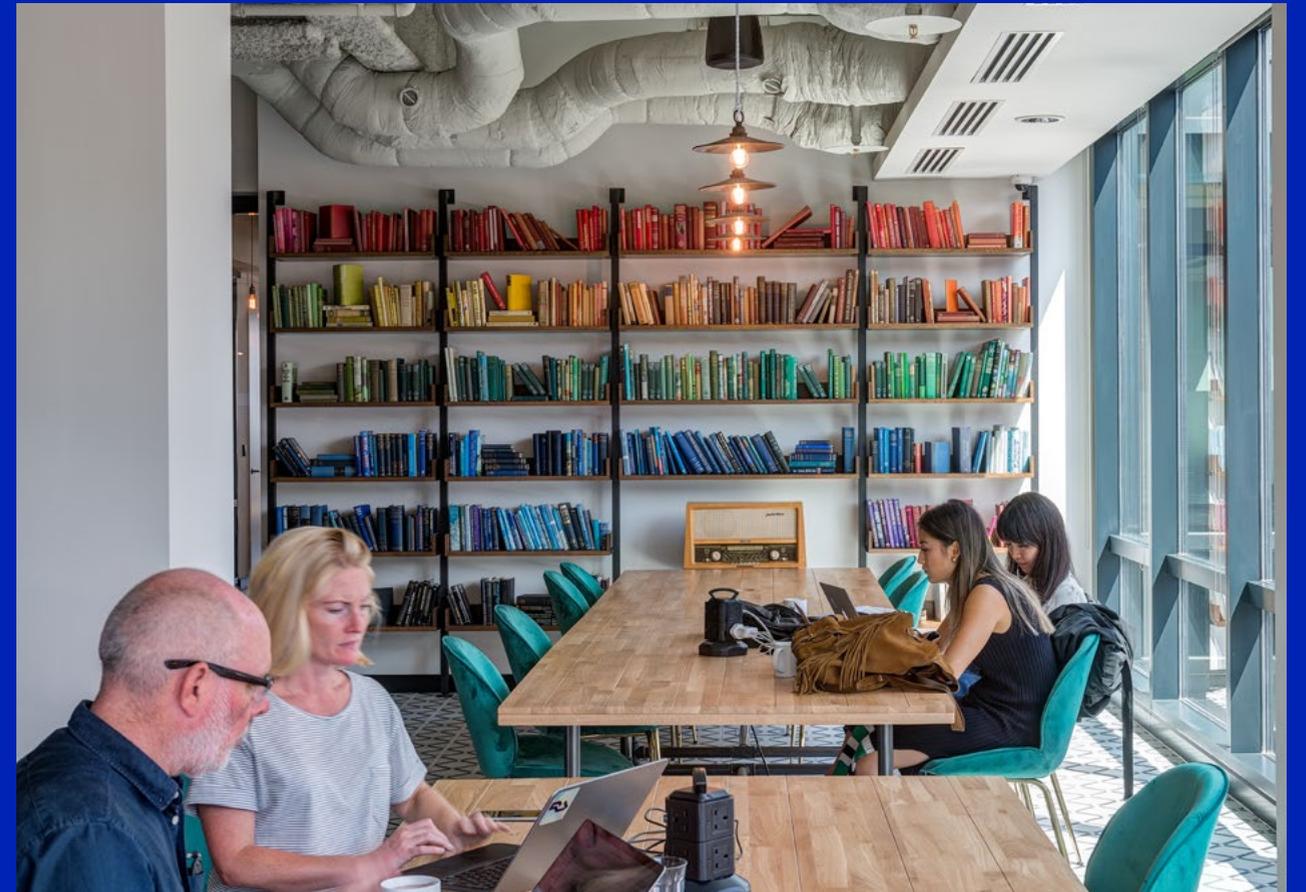
Marketing support



Logistics and downstream support

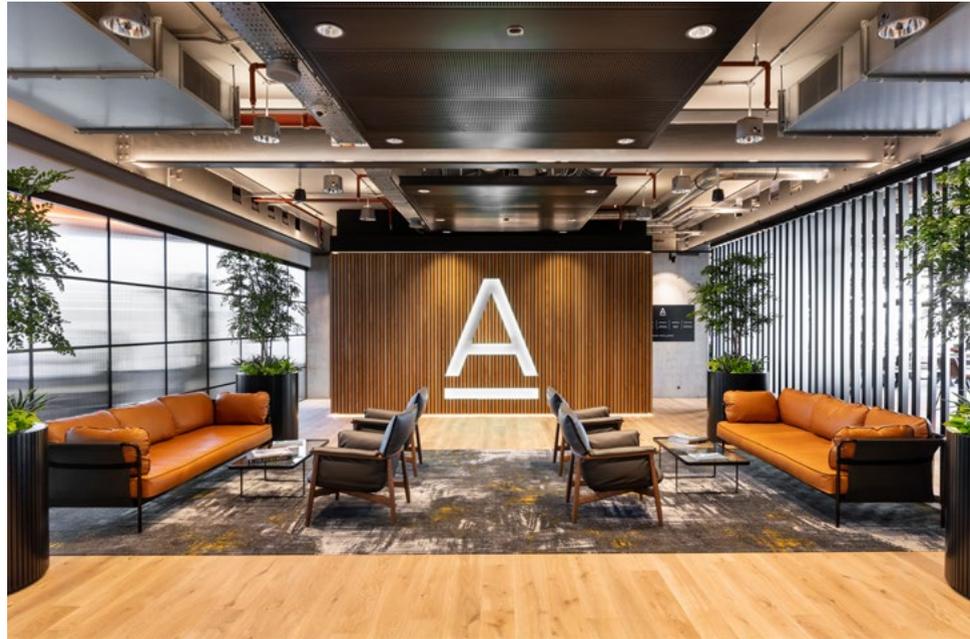


Financing options



**We are the brand most trusted by landlords and operators to provide intelligence, value, quality and long-term support.**

To find out more email the Tenant-Ready™ team: [tenant-ready@modus.space](mailto:tenant-ready@modus.space)



# Alpha FX

Paddington, London

28<sup>th</sup>

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Sector Financial

Size 15,000 sq ft

10-11





## Testimony

I just wanted to say a BIG THANKS for your support, guidance, expertise, and above all else patience, to get the new Alpha FX office over the line! Fair to say the team are in awe of the new space, with lots of “pinch me” moments still happening!

Rachel Mee  
*Alpha FX HR Manager*





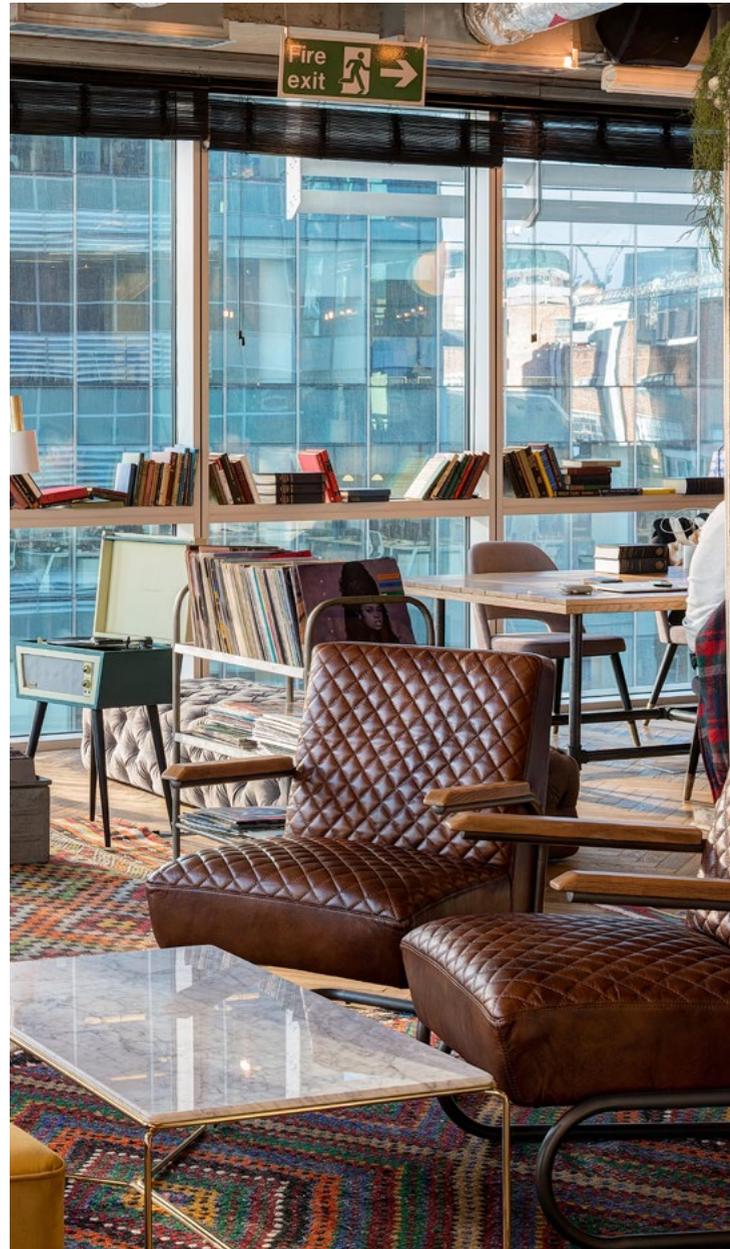
## Mindspace

Aldgate, London



Sector: Co-working

Size: 32,000 sq ft





# Private Member's Club

Fitzrovia, London

28<sup>th</sup>

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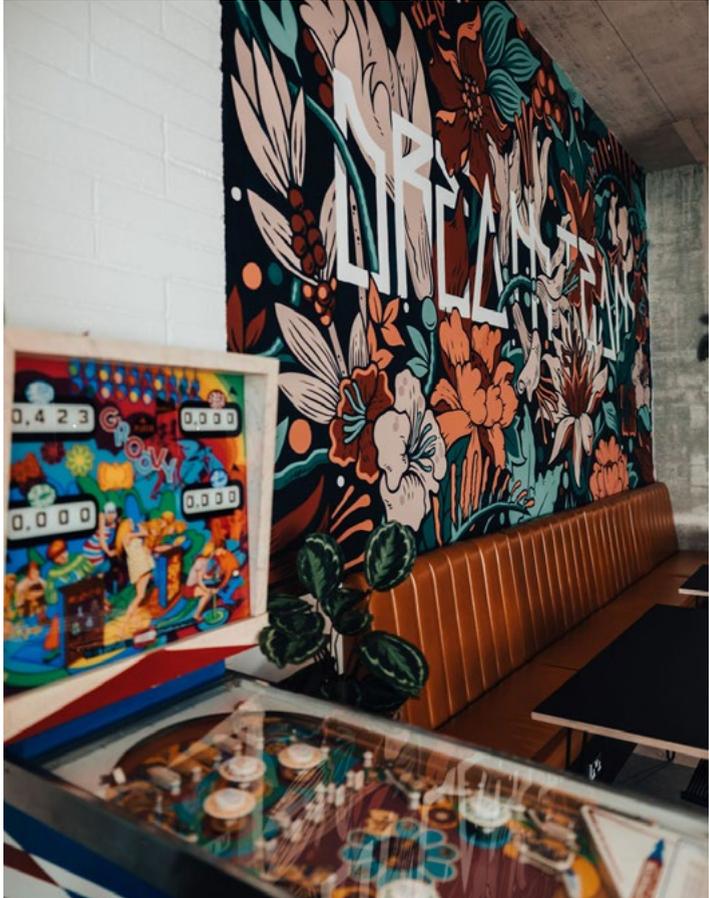
Sector Members' Club

Size 27,000 sq ft

20-21







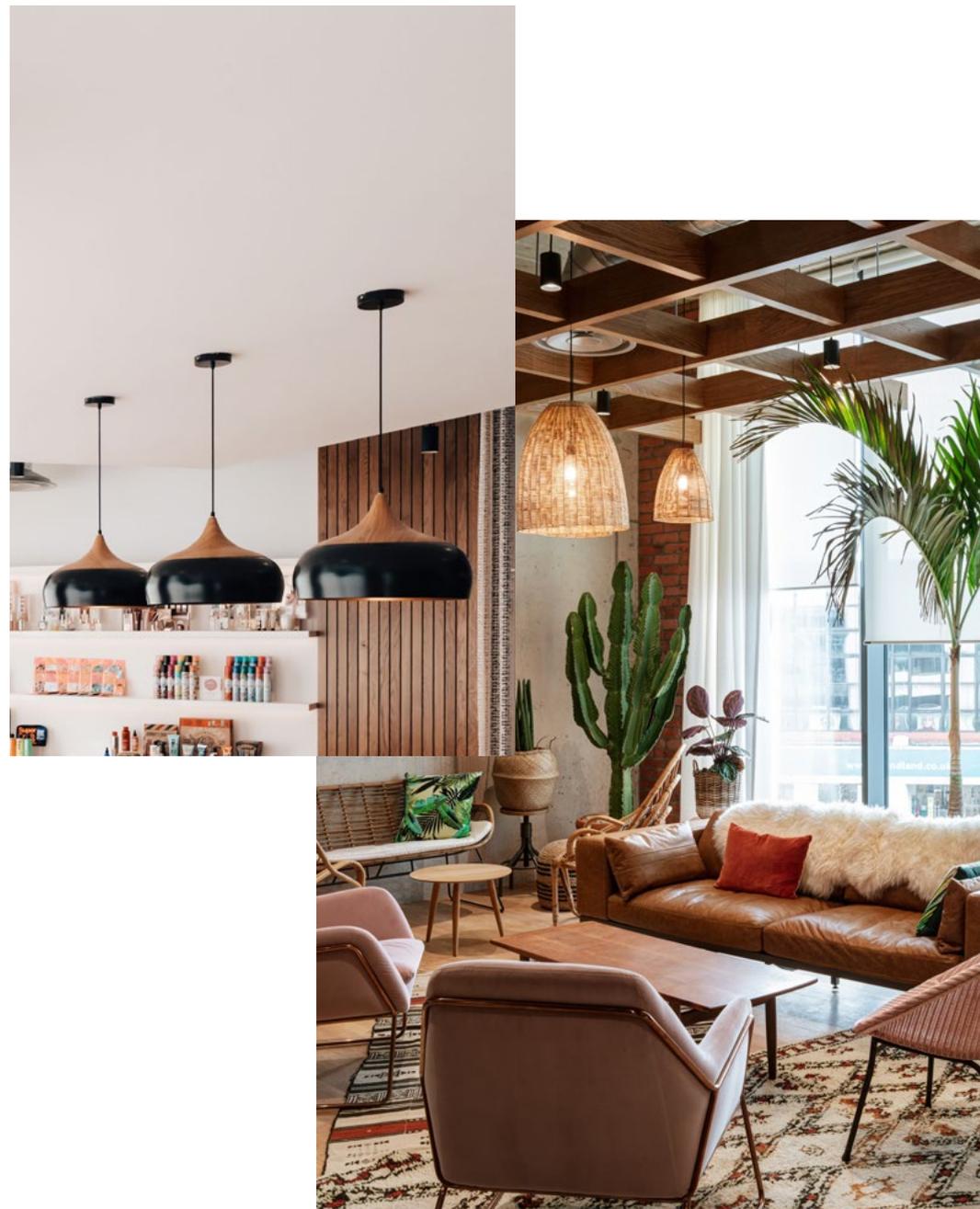
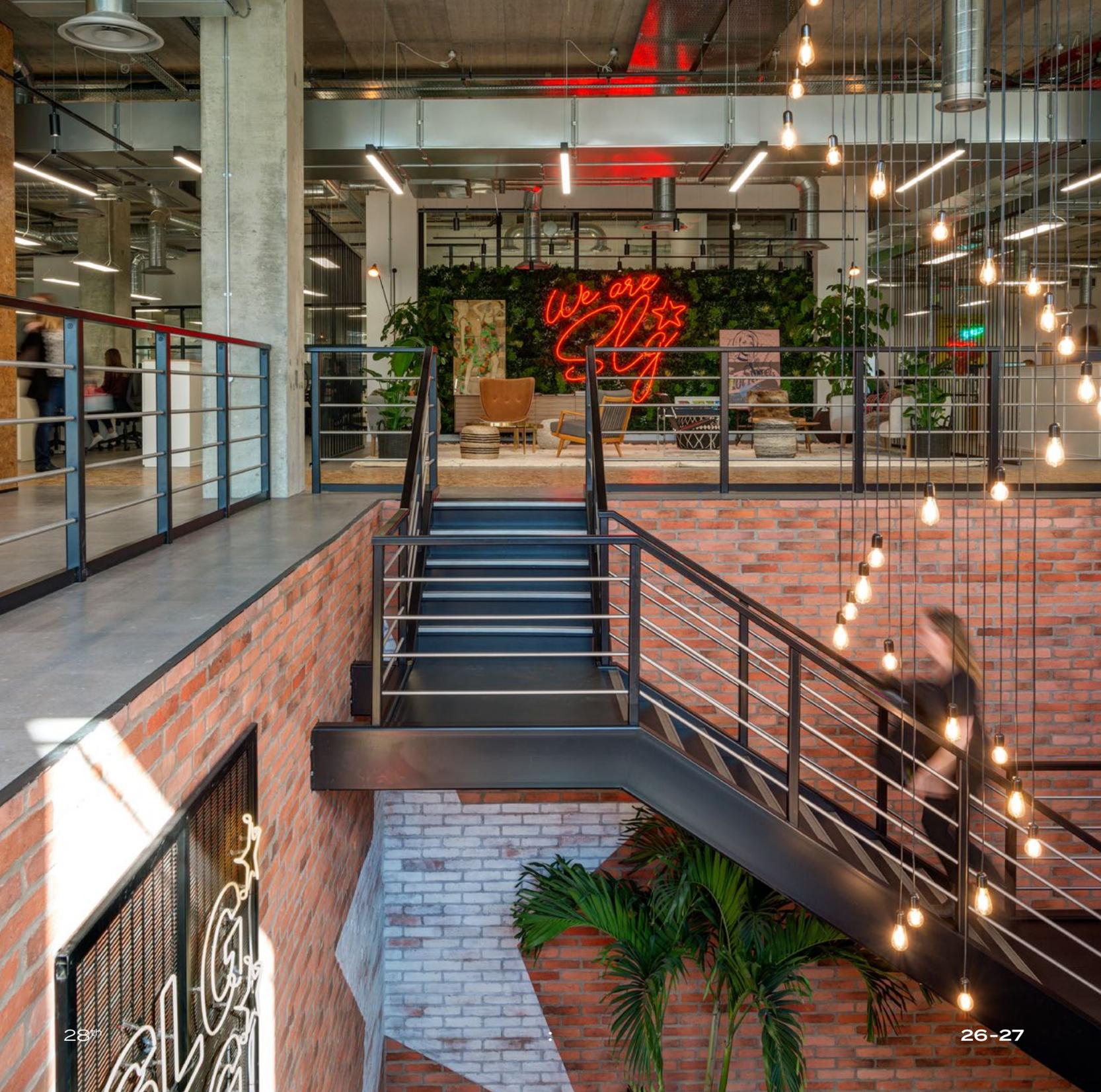
# SLG

Cheltenham

Sector Retail & Consumer brands

Size 28000 sq ft







**YM&U**

Fitzrovia, London



Sector Advertising & Media Size 15,000 sq ft







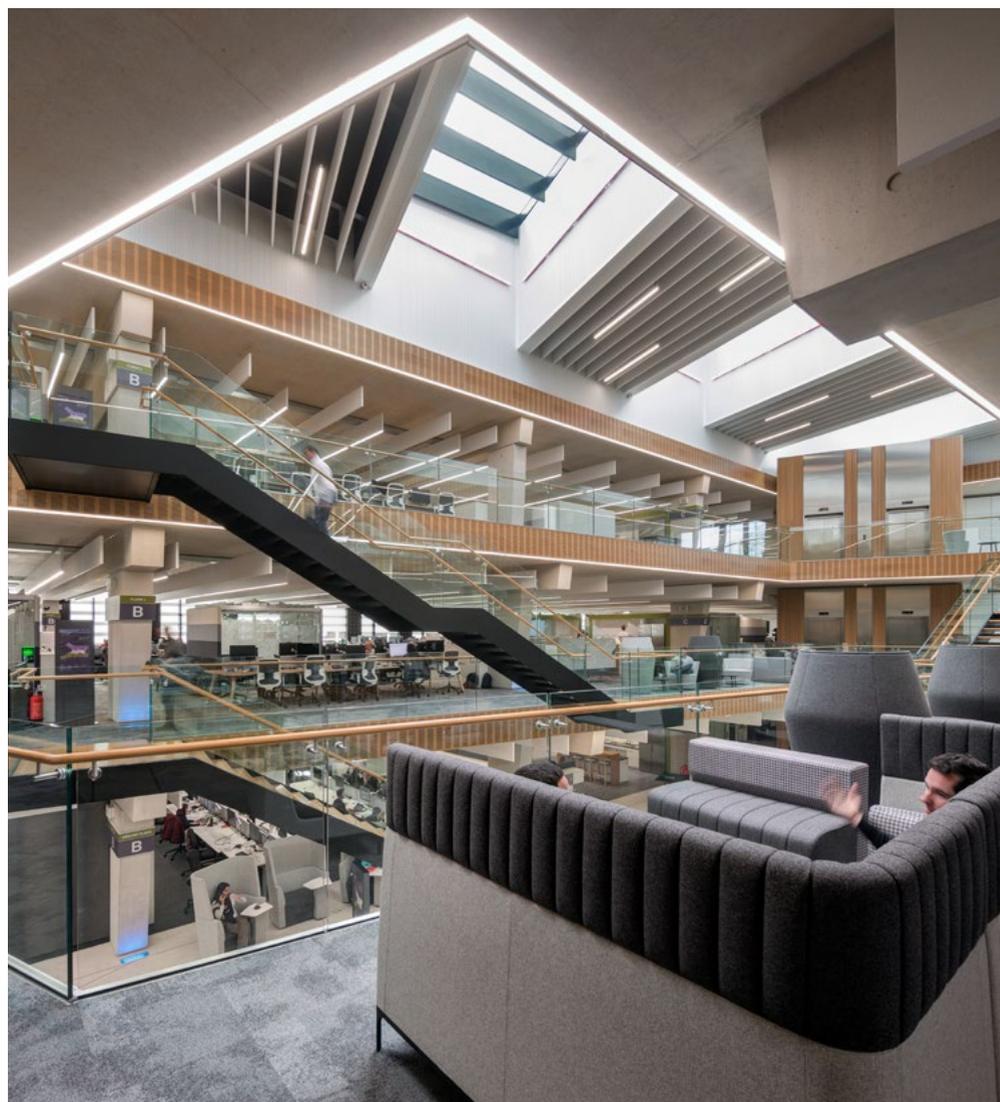
# Atkins

Epsom



Sector: Engineering

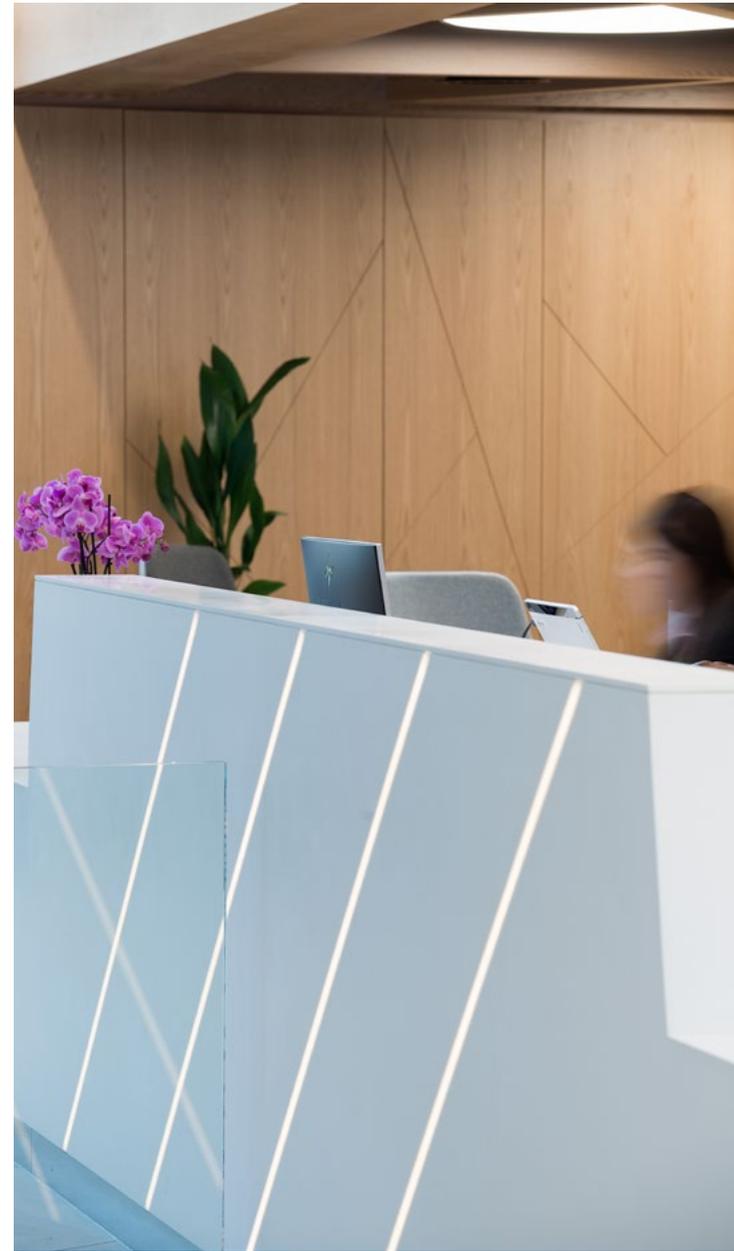
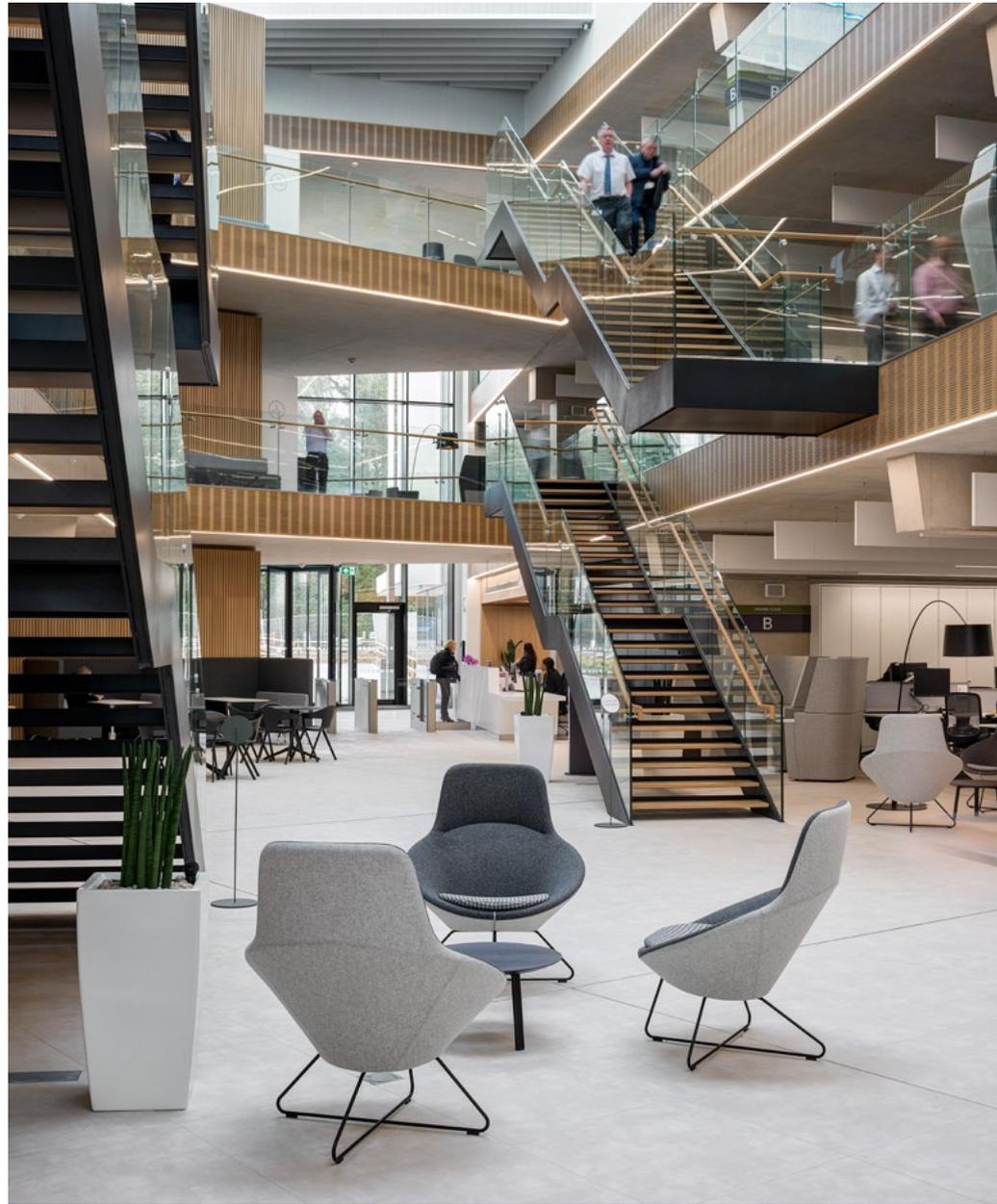
Size: 90,000 sq ft



## Testimony

Thank you so much to you and your team. Our new office looks stunning. You've embraced the changes and the challenges. Your team has excelled.

Denise Burgess  
*Atkins*





## Dimension Data

Victoria, London



Sector Technology

Size 11,000 sq ft







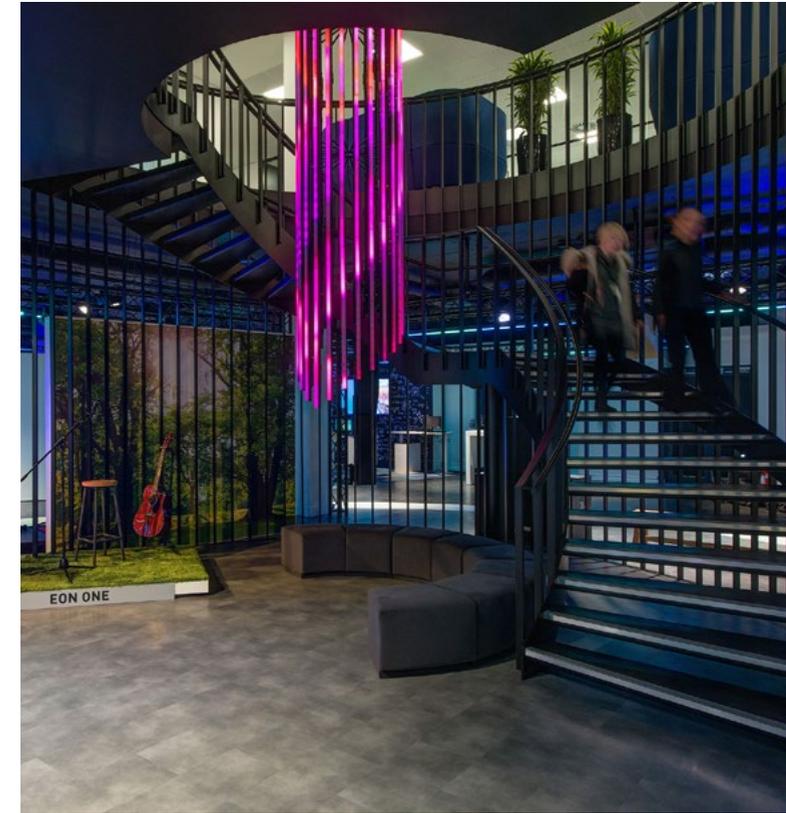
# Harman

Hemel Hempstead

Sector Technology

Size 18,000 sq ft





## Testimony

Employee engagement has definitely increased and it helps as a recruitment tool. The space wows people.

Marcus Allen  
*Harman*





# Matchesfashion.com

The Shard, London



Sector Fashion

Size 30,000 sq ft







# Mindspace

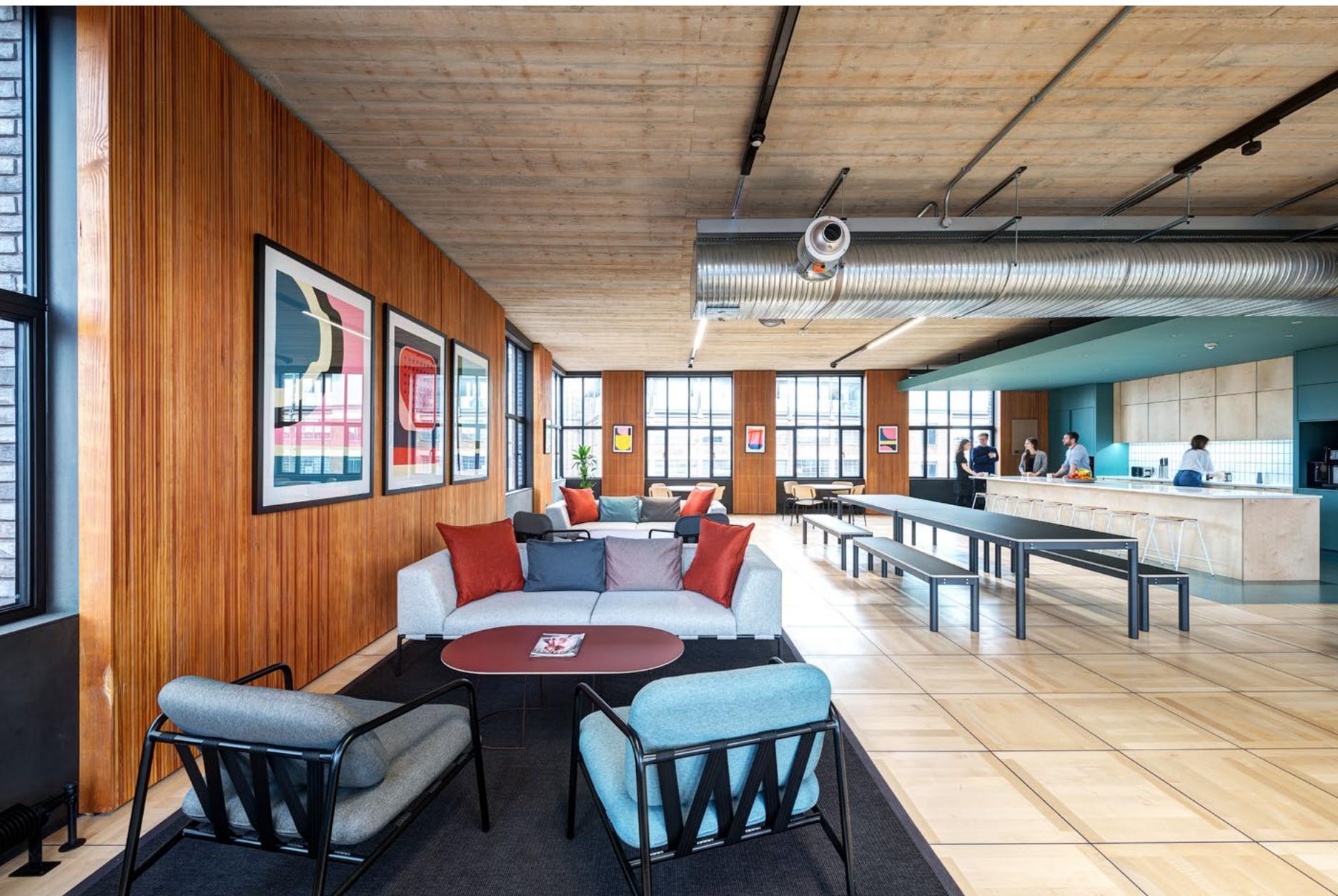
Shoreditch, London

Sector Co-working

Size 40,000 sq ft





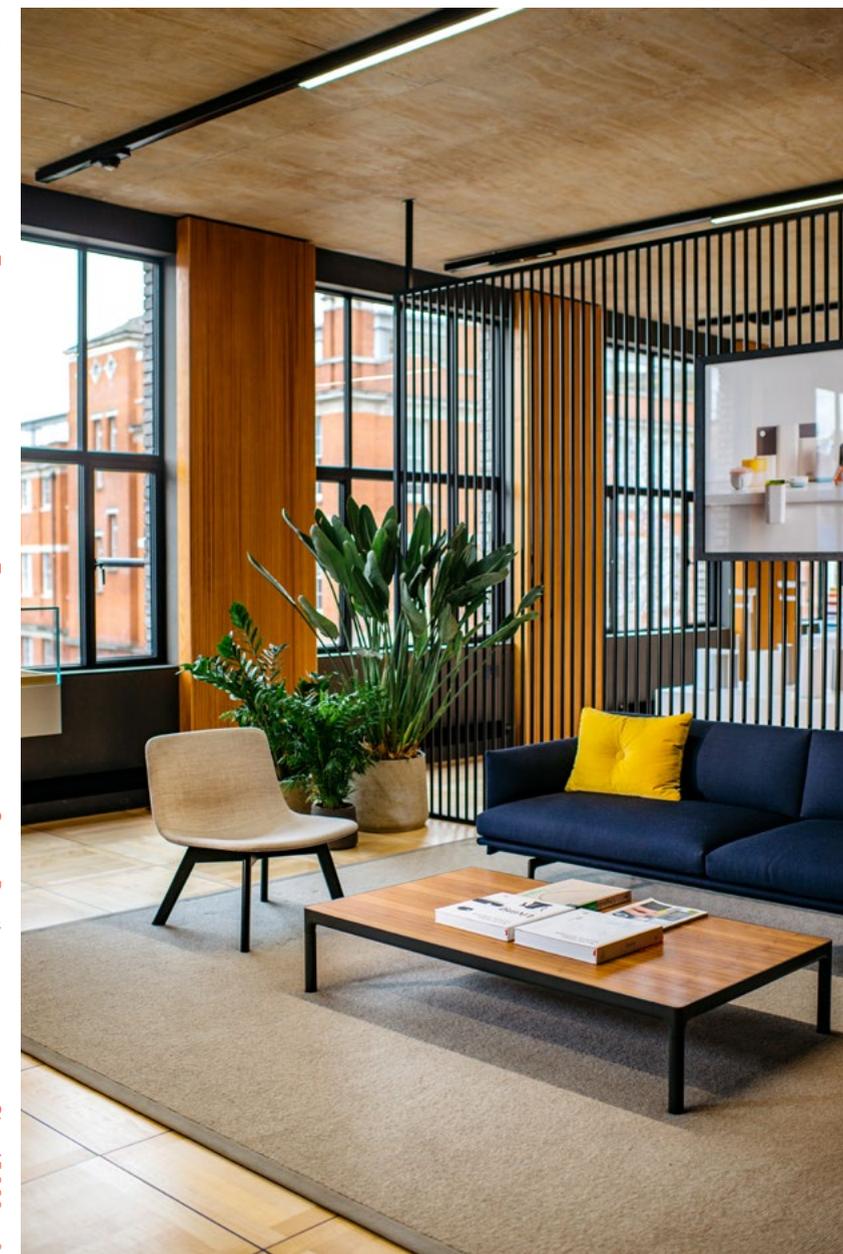


# Joseph Joseph

Southwark, London

Sector Retail

Size 15,000 sq ft







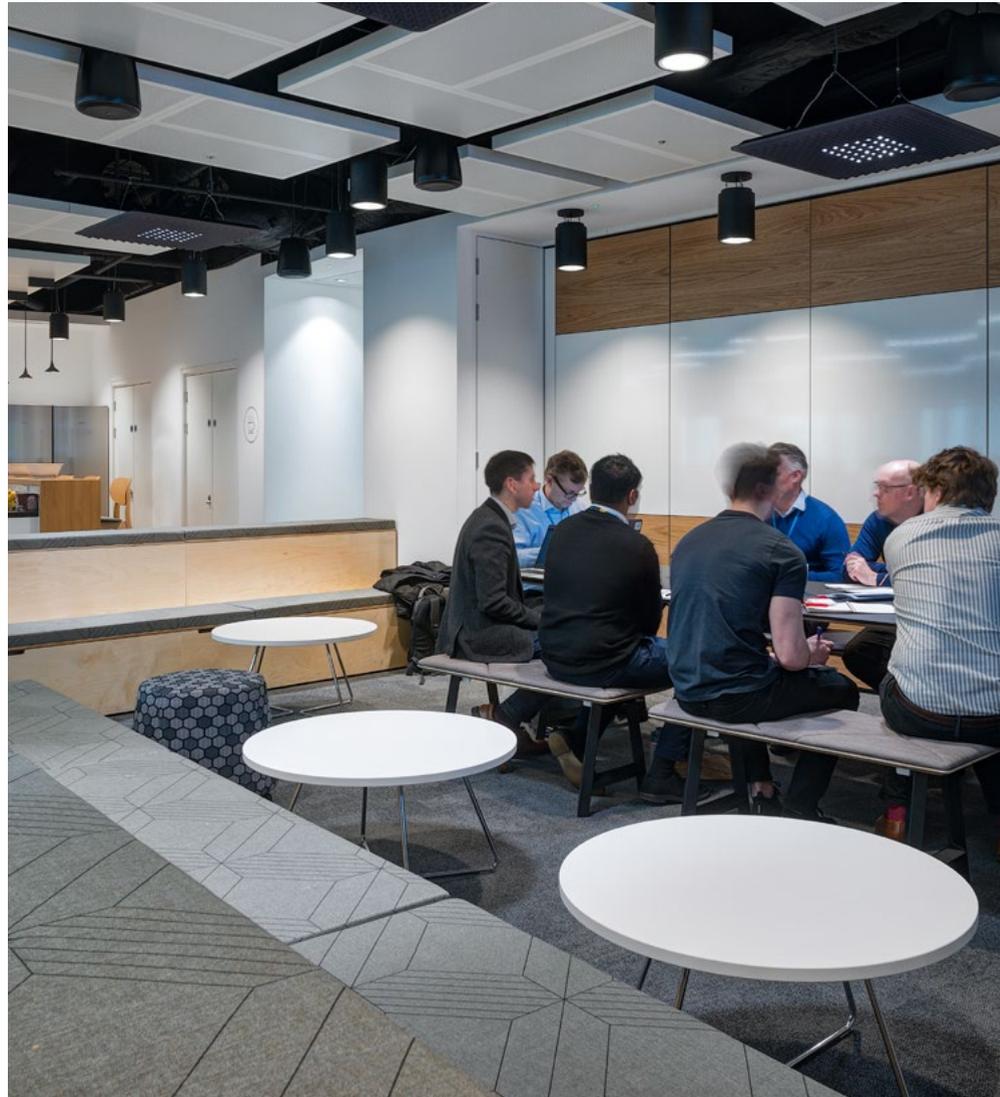
# Atkins

Nova Building, London

Sector: Engineering

Size: 68,000 sq ft





## Testimony

There have been a number of challenges and last minute changes, some significant, all of which you have all embraced and delivered... The level of quality and finish is exactly as promised.

Mark Walker  
*Atkins*



28<sup>th</sup>

64-65





# Charles River Associates

Finsbury, London



Sector Finance

Size 7,000 sq ft







28<sup>th</sup>

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70-71

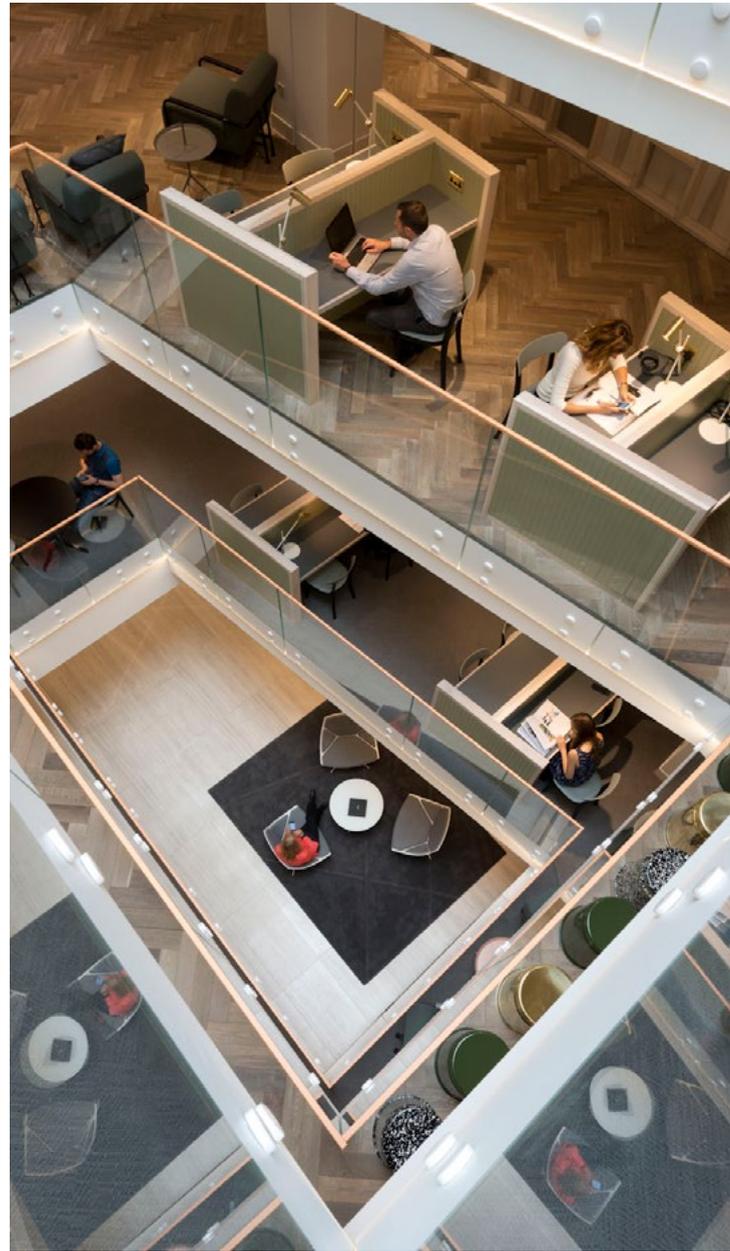
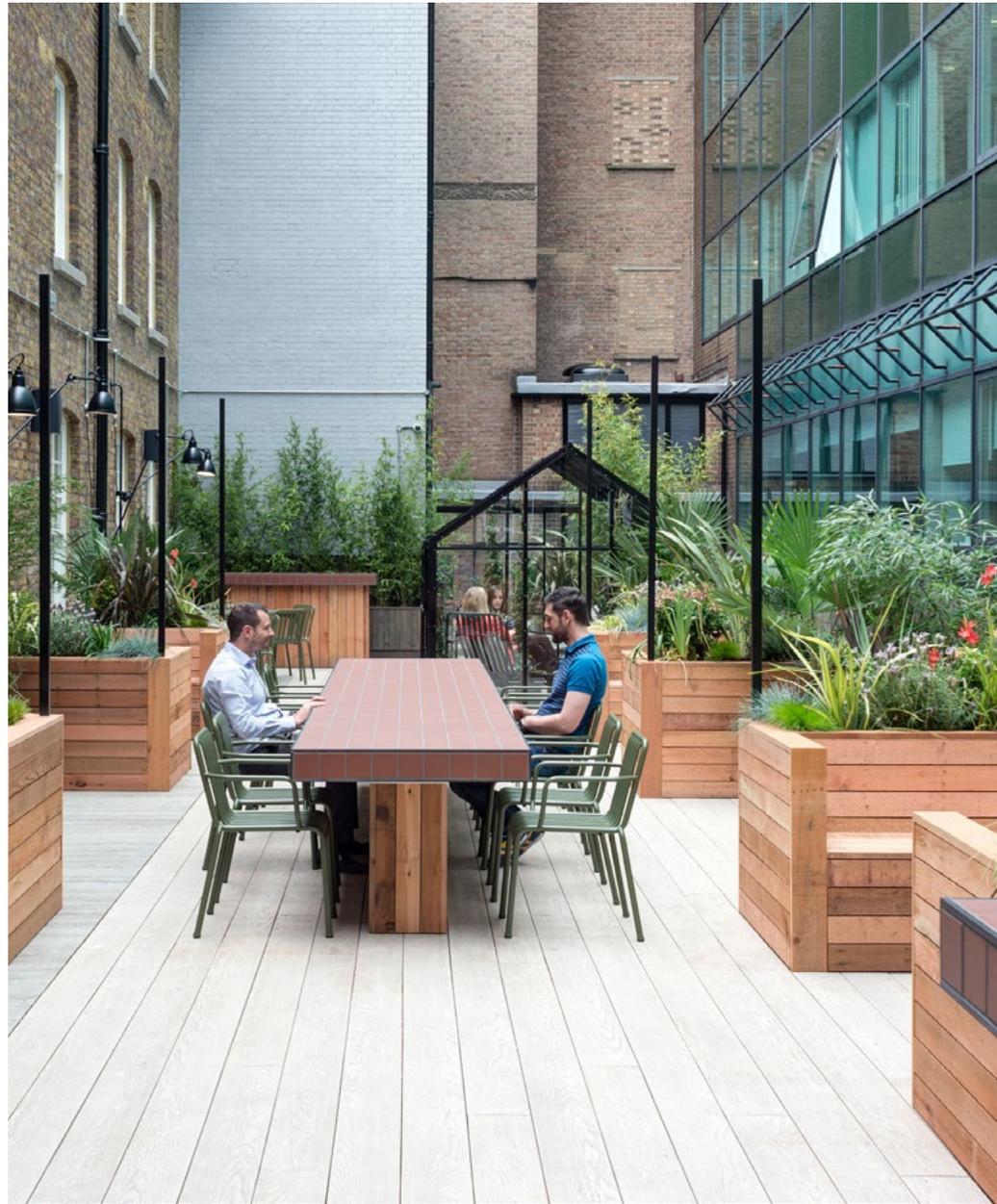
# The Office Group

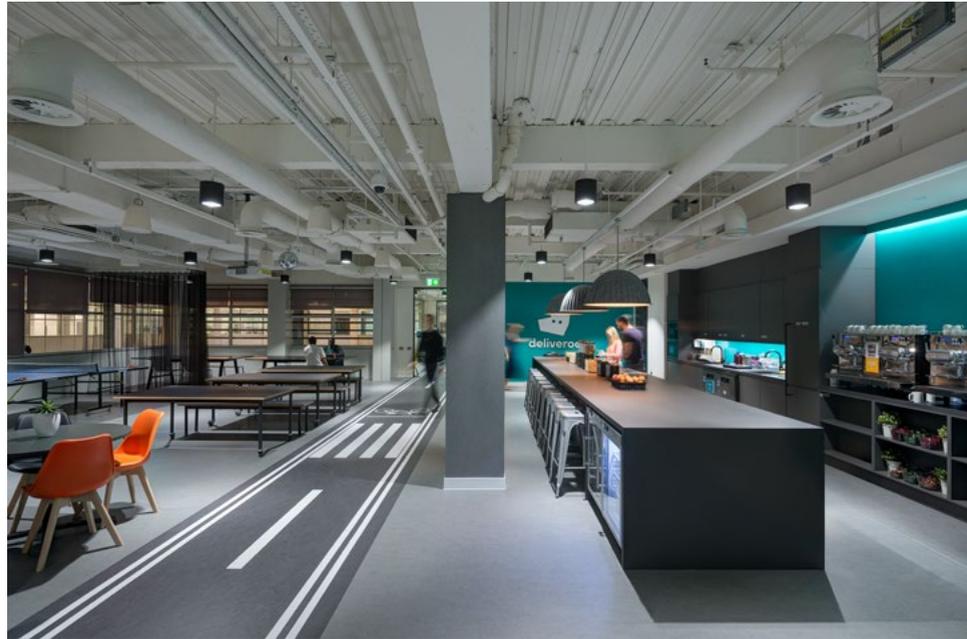
Marylebone, London

Sector Co-working

Size 40,000 sq ft







# Deliveroo

Bank, London



Sector Food Delivery Size 18,500 sq ft





# Designing with people in mind

There are lots of things to consider when talking about the wellbeing of your team and it's more than just adding a pool table in the breakout area or providing free lunch on Wednesdays. At Modus, we have long been thinking about the things you can't see, such as air quality, scents and circadian rhythms (the dynamic use of light that mimics the body's natural sleep-wak cycle).

CO<sub>2</sub> in the air is much talked about given the warming effects it is having on the planet, but it is less often discussed in the context of the office. Office buildings are generally designed to accommodate one person for every hundred square feet (the floor area of 10 phone boxes). At this density, air conditioning systems can do little more than keep CO<sub>2</sub> concentrations below 1,200 parts per million – that's nearly three times the natural atmospheric level. There is evidence that anything over 600 ppm starts to affect our ability to concentrate.

It's not just the quality of the air we breathe in for eight hours a day but how that air actually smells can also play a part in productivity and overall employee wellbeing. Scientific research has proven that different scents can have immediate and powerful effects on us

psychologically and that finding the right scent will be a matter of determining what environmental factors you are taking into consideration. Do you want to create a calming atmosphere? Try Ylang-Ylang. If perhaps you want to boost creativity, then a cinnamon-vanilla mix might be the answer. Eucalyptus helps increase energy levels and peppermint improves concentration and alertness.

When it comes to light, brighter is not always better. In fact, research shows that lighting solutions that adjust the colour and intensity at particular times can help employees' overall wellbeing and productivity. Introducing a lighting rhythm that follows a more realistic cycle and takes cues from the space helps to create a more productive environment, including boosted blue wavelengths during day-time hours to increase attention.





# Private Equity Fund

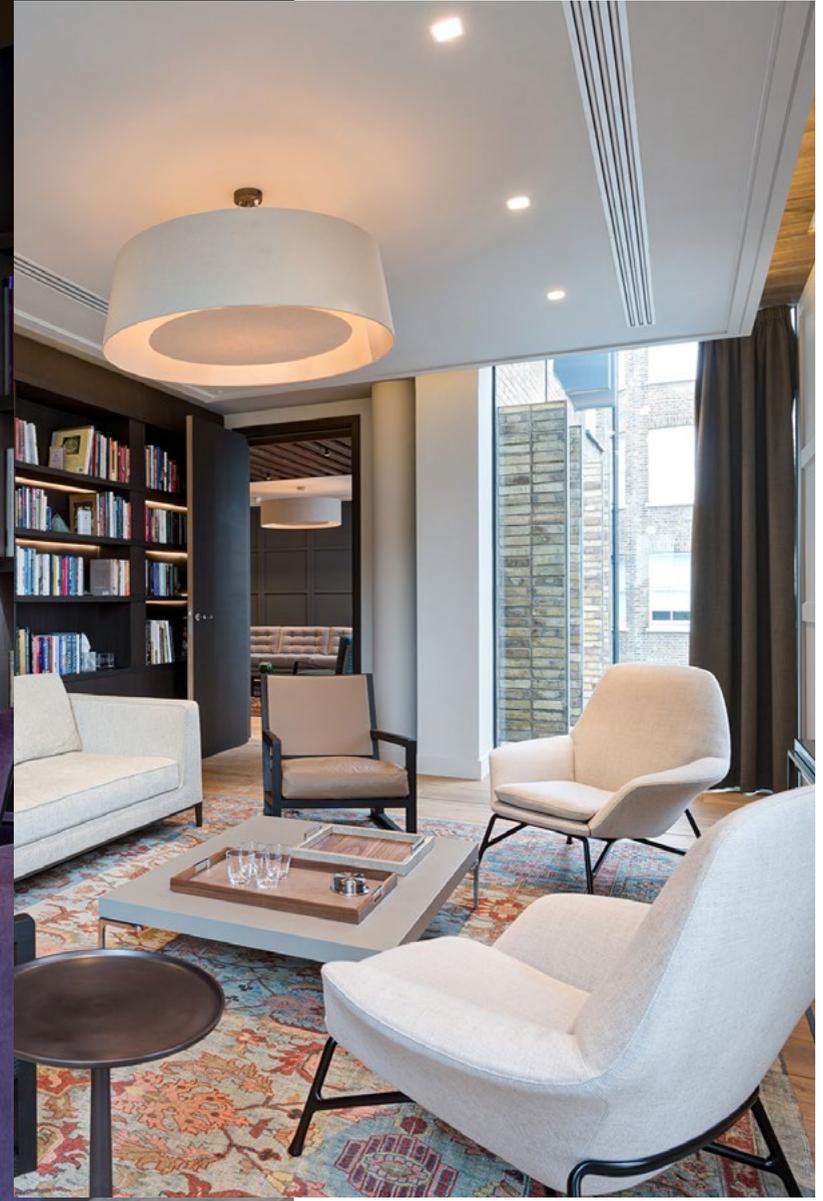
Marylebone, London



Sector Financial

Size 25,000 sq ft







# Travelfusion

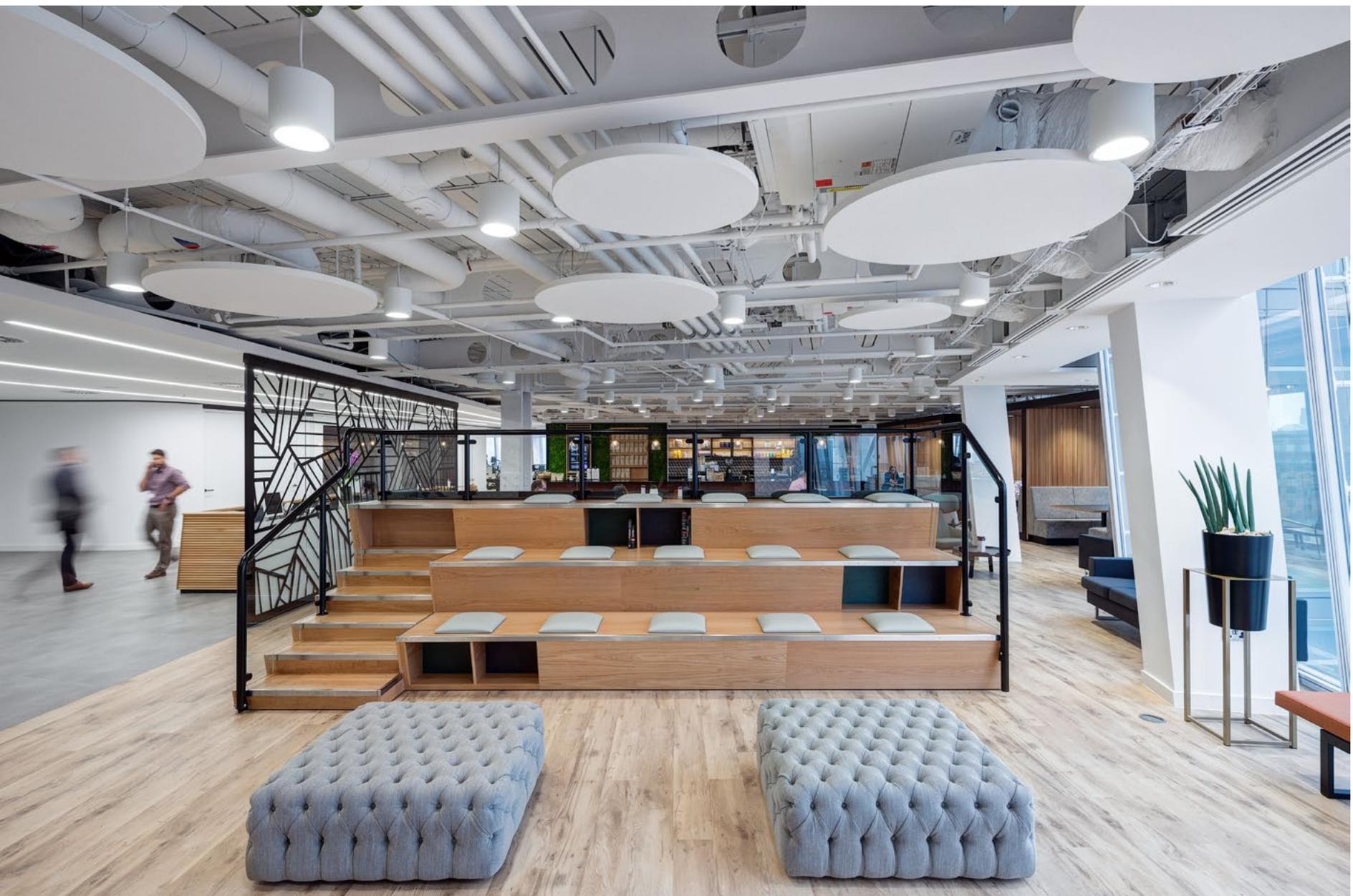
Aldgate, London

Sector Travel

Size 40,000 sq ft



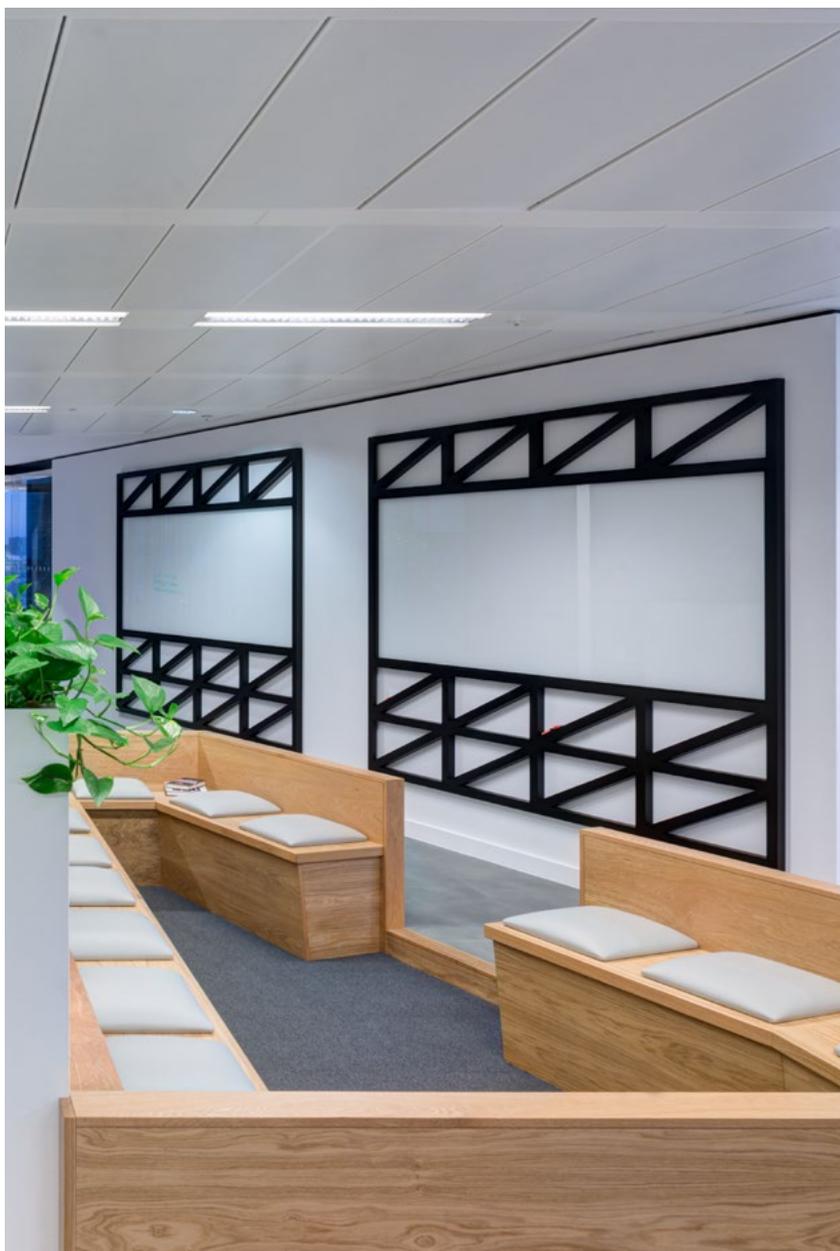




**Mitie**  
The Shard, London

Sector: Business Services

Size: 30,000 sq ft

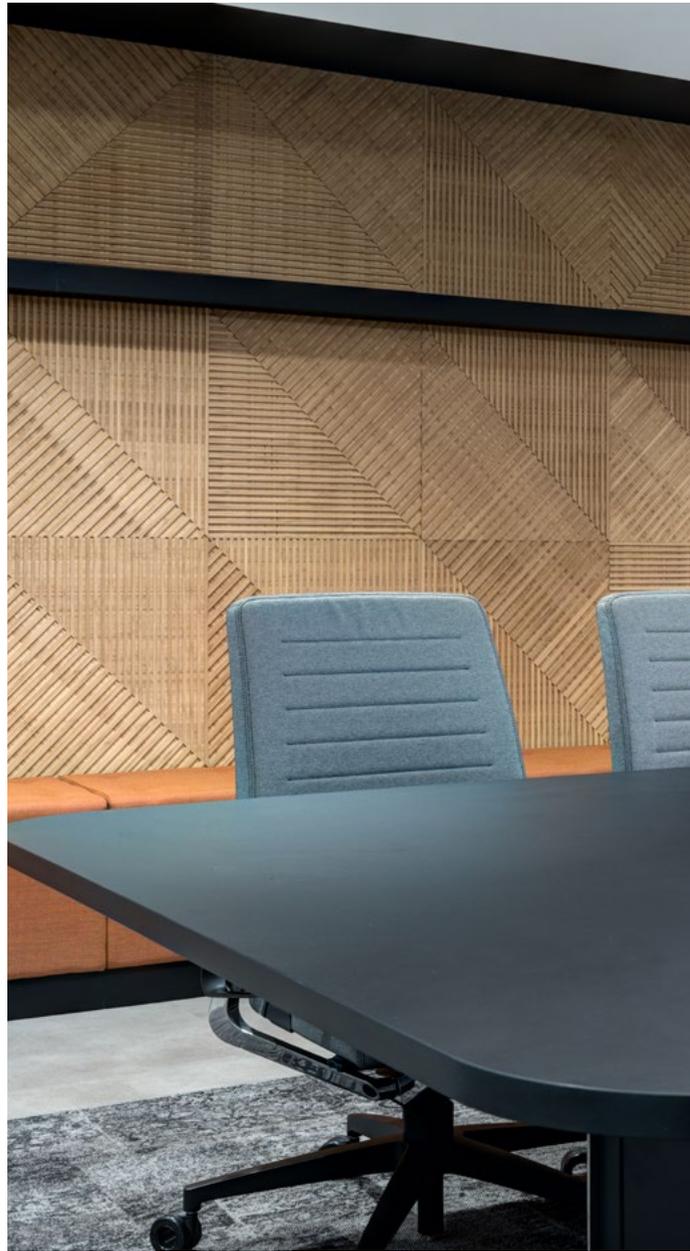




## Testimony

My previous experience in property is that once the project is done, contractors just move on, not Modus, the day 2 support team were on top of everything. After 25 years in property, I wish I had found Modus earlier.

Marc Selby  
*Mitie*





# Houlihan Lokey

Mayfair, London

Sector Finance

Size 50,000 sq ft







**Leo**  
Fulham, London



Sector Co-working      Size 27,000 sq ft







# Ladbrokes Coral

Stratford, London



Sector Betting & Gaming    Size 20,000 sq ft

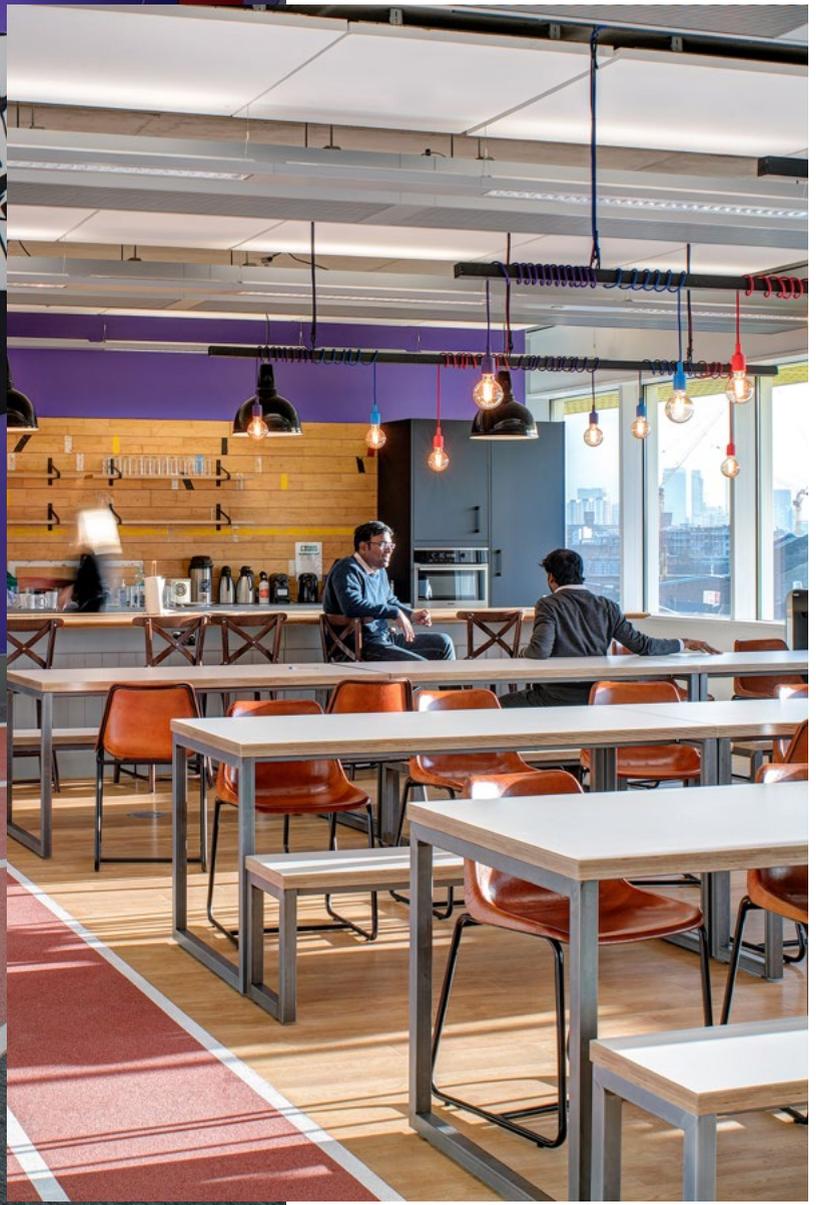




## Testimony

The whole process was a revelation, it felt like we were truly in partnership to deliver the project. Modus really thought about the end-user and how they would operate and the team absolutely love the space. Modus nailed the design.

John Kerr  
*Ladbrokes Coral*





# Kayak

Farringdon, London



Sector Travel

Size 7,000 sq ft



