Sainsbury's

orangebox

Sainsbury's
Case Study

Client: Sainsbury's
Location: Holborn, London
Project Size: 55,000 sq.ft.
Designers: This Weber and Katrin Dorsch
Project Management: Chetwoods, PPW
Dealer: Atlas

Sainsbury's is a leading player in food retailing, and has been at the forefront of innovation since their foundation in 1869.

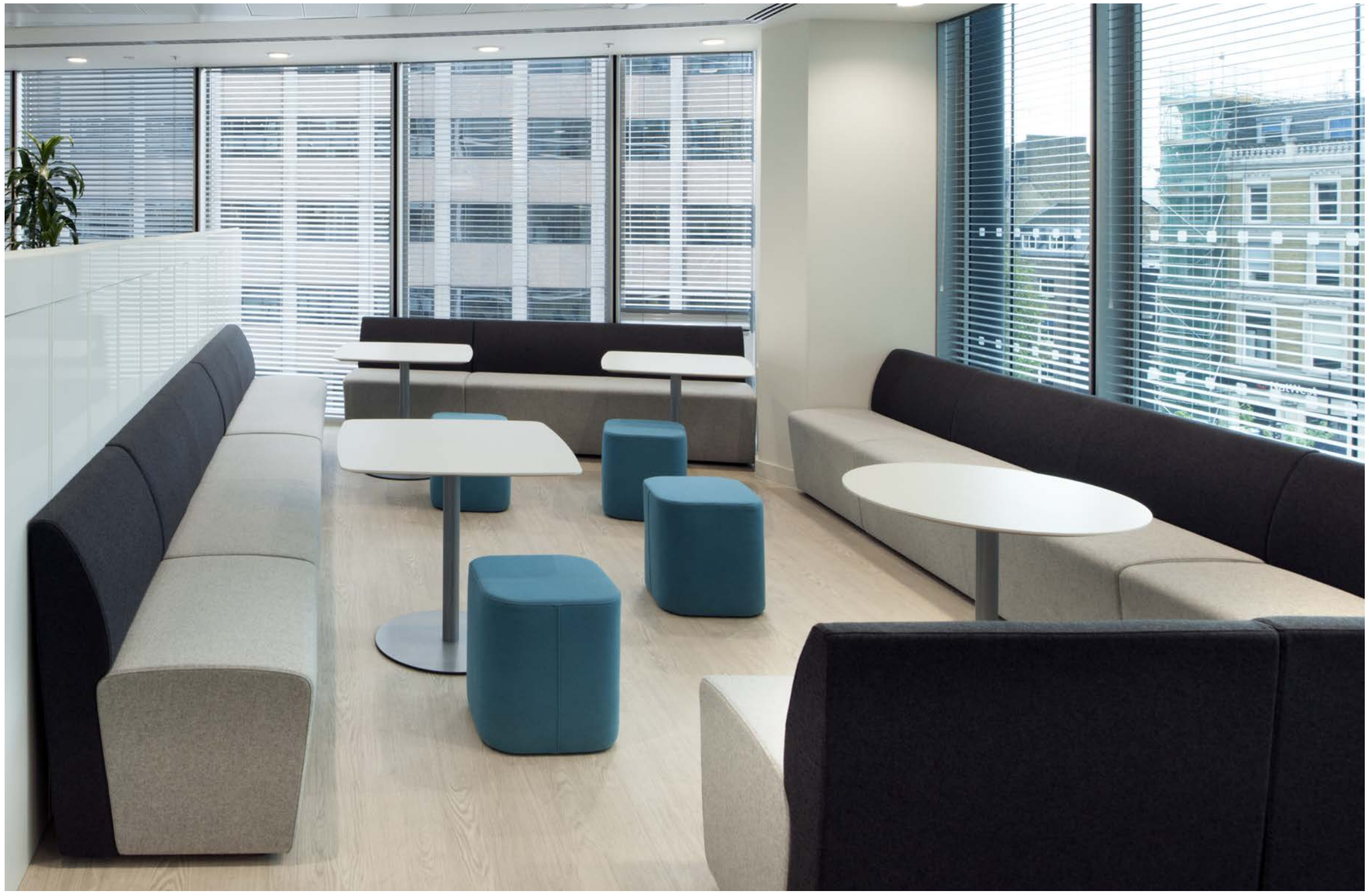
In keeping with their slogan and guiding principle, 'live well for less', Sainsbury's faced a challenge: how to reduce the overall space occupied by their London headquarters while encouraging more collaborative, enjoyable and productive working practices. With the total size of the HQ being reduced, the space they had available needed to work harder. They achieved this by moving to agile/activity-based working, which allowed desk allocation to reduce to a 10:6 ratio.

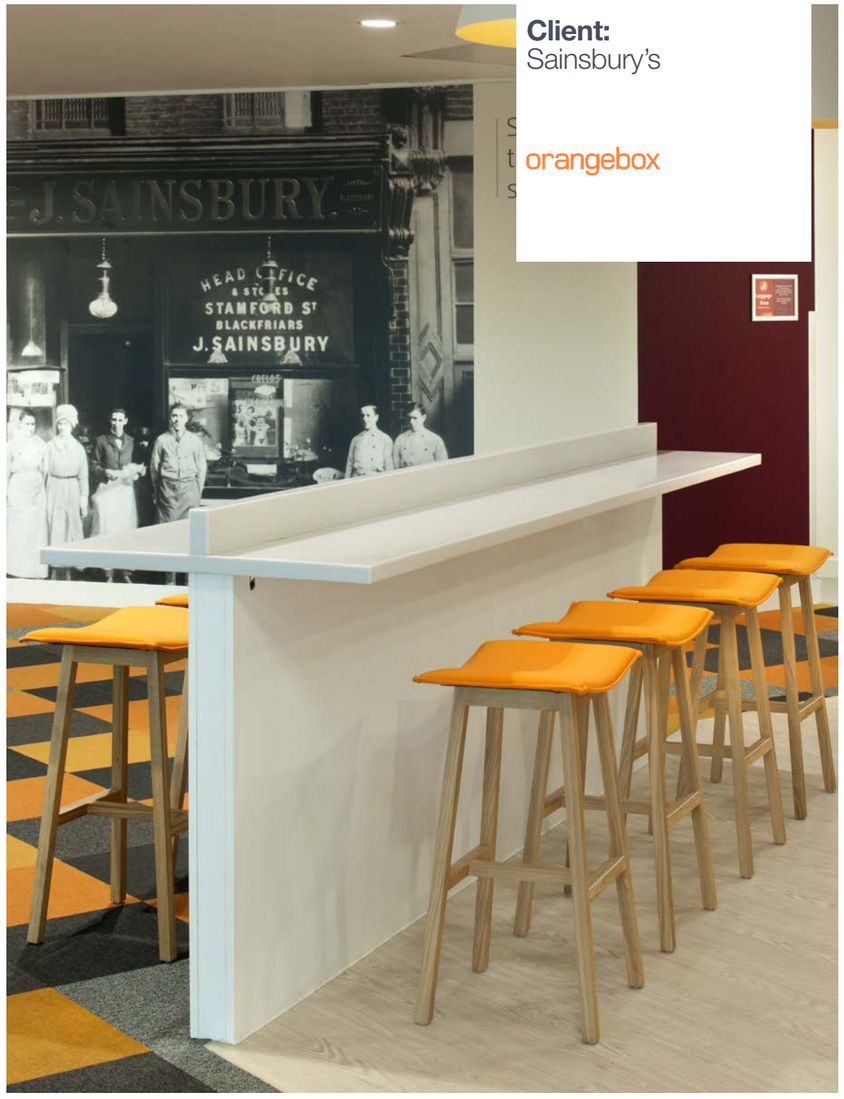
Sainsbury's strong vision of what they wanted to achieve within each of the building's spaces was established early within the design process, and developed by the project designers Chetwoods. Each setting had a precise purpose, from group scrums to individual focus booths, and the designers worked tirelessly to ensure each and every employee felt they had a space that would work for their everyday tasks.

Three key Orangebox products were chosen to support this vision: our Air acoustic pods, and the Away from the Desk and Network Landscape ranges. Early on in the project we created product test areas within the building so that each product could be used and tested before selection. (Something we often do on projects of this size.) The test period confirmed that the products met the function and design attributes that Sainsbury's knew would be key to achieving the mix of productive work settings and formats they required.

The refurbishment of the five-floor building was programmed through two phases per floor, with each phase taking twelve weeks. Typically for a project of this size, this complex refurbishment involved a diverse team of consultants and suppliers working closely and intensively with a key client team for the duration of the project. At times this led to the client 'camping out' in our Smartworking® London building as they worked through detailed specifications, which was gratifying for us as it was exactly how we'd envisaged the facility working.

Post-completion, the response within Sainsbury's has been heartening for everyone involved, with all of the new workspaces and typologies being well used. This has led to Orangebox's ongoing involvement with other Sainsbury's sites.





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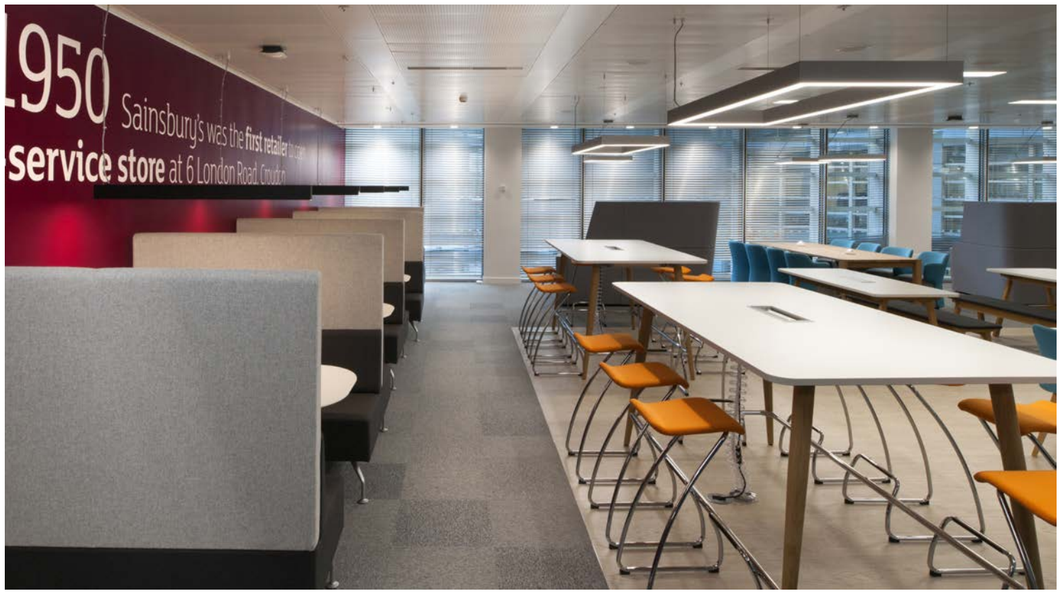

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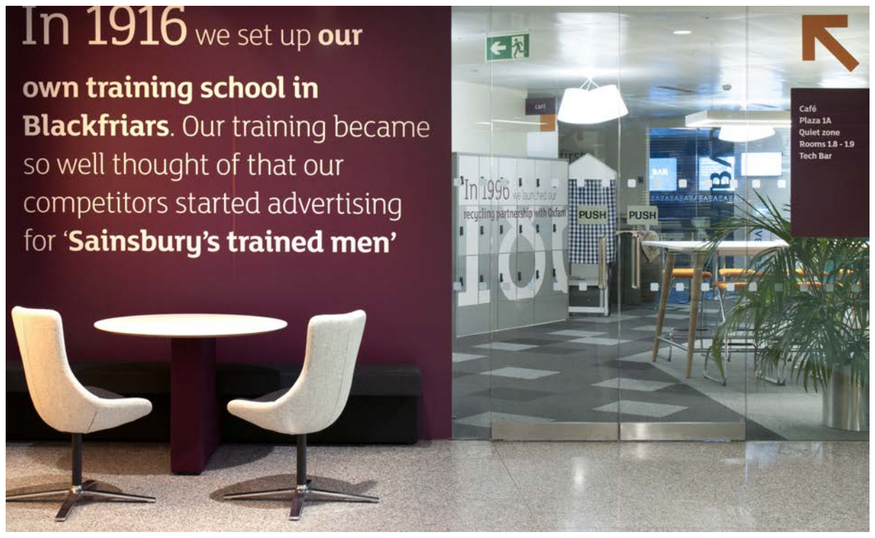

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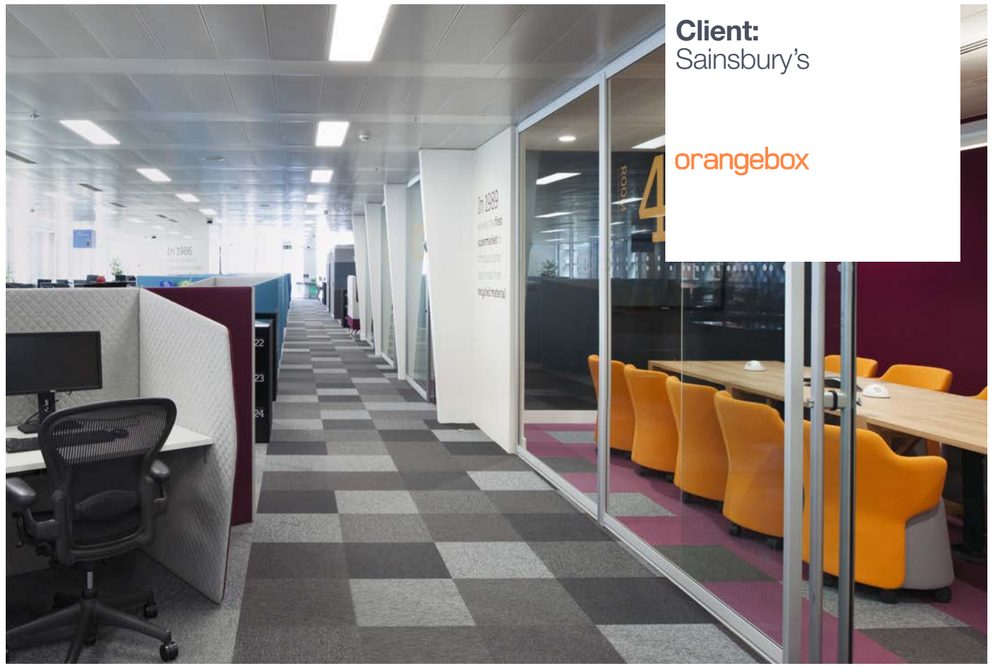

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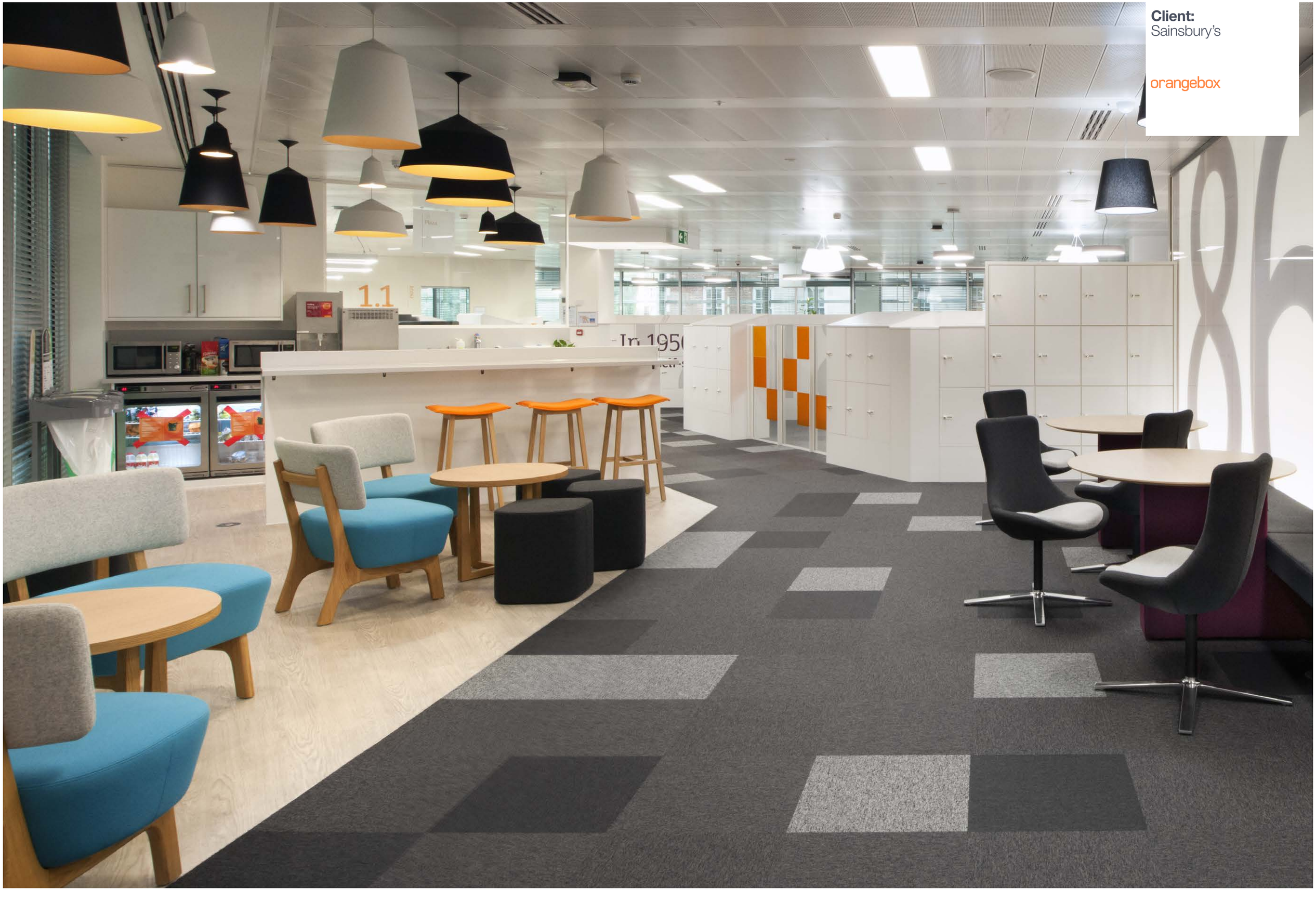

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