

TWITTER

London, UK

Size

28,000 square feet

Project Highlights

Atrium-facing lobby features floor-to-ceiling, 3-dimensional typographic wall and a seemingly floating reception desk contrasted by dramatic lighting; Work areas defined by the building's triangular shape; Visitor's lounge and boardroom; Central commons area for presentations, meetings, lunches and events; Multi-functional seating areas; Incorporation of residential-style furniture, warm tones and rich textures juxtapose contemporary workplace finishes; Building atrium features rotating exhibition of emerging artists curated by the London Sculpture Workshop; Highly detailed and branded elements throughout the space; Client technology is showcased throughout meeting and reception areas

Services Provided

Global on-call services; Full service interior design and architecture; Environmental graphic design - branding





Twitter engaged IA to design their first offices in Europe specifically designed for them. Twitter previously had been housed in managed offices of pre-fitted space. The overriding charge was for a place where their employees can develop their best ideas and engage in the most effective collaboration. Twitter desired the space to be as a 'grown-up' start-up, where each and every space enables different working styles and personalities.

Twitter selected a triangular building around a central building atrium in the heart of Piccadilly Circus. The IA team used the building's shape to define the work areas: quieter engineers have one wing; music-playing, dynamic brand and creative teams have the other wing; and visitors are received in the central wing.

In the central wing, a highly detailed, branded wall forms the backdrop to the reception and captures the essence of Twitter's brand and the people who worked there. As the wall continues from reception into the office space, it morphs into different materials and is used as blank canvases for creativity. For example, in one area it becomes a dynamic display wall where employees can record daily events on Polaroid film helping to personalize the space.

The heart or village square of the space is the commons. Just like a town square, the commons is a scene for all types of meetings, presentations, lunches, and events. At times the commons hosts serious lectures; at other times people can socialize and play games. Other collective spaces include a semi-private visitors' lounge, library for quiet work, a boardroom, creative rooms, and booths for smaller meetings. To showcase Twitter technology and be able to display real-time information to their clients, the IA team created a flexible, multi-functional space that includes a green room where Twitter staff can interview and record top Tweeters.

On the atrium side of the floor, a line of deeply inset the columns provided a wonderful space to design an alternative working areas. The IA team designed a sinuous platform that can provide surfaces various heights for differing activities and the sharing of information: laptop work, shelving for books and games, and seats for discussions away from the desks. The IA team introduced a unique, rolling contemporary art program in the building atrium that supports emerging artists and reaches out across the community. The resulting space is very cool and classy: a blend of a technology/media look with a hotel/residential feel.