HENRIETTA HOUSE

LAZARI

MOREYSMITH

CBRE

HENRIETTA HOUSE

LAZARI

MOREYSMITH

CBRE



Location: Henrietta Place, London
Architect: MoreySmith
Developer: Lazari
Interior Designer: MoreySmith
Project Manager: CBRE
Occupier: CBRE

Total net area 144,500 ft^2
New net area: 40,500 ft^2
Home to 2000 people



The dramatic redesign of Henrietta House was born of a singular ambitious vision of what could be possible to fuse form and function. An imaginative concept to transform the existing space. It now seamlessly flows alongside an entirely new extension to create a people-centric location for CBRE's headquarters.

When viewing the original site, MoreySmith saw the potential of expanding over the loading bay to the rear of the building, creating more volume for an innovative workplace experience to emerge. This resulted in a reconceptualisation of Henrietta House that would allow CBRE to transform the way it occupies and interacts with its workspace in the future.

CBRE were struck by the opportunity and what it could mean for future growth, helping to attract the best industry talent and to forge a workplace culture that puts its people first. Taking the idea to Lazari, a deal was created that married the aspirations of both parties.

It was from this lightbulb moment that the project was born. A four-year journey followed, resulting in an imposing final result that has redefined the standards of HQ design.

MoreySmith has delivered its proposal to introduce a more fluid and collaborative space, where people are encouraged to flow effortlessly throughout the vast building. The vision has blended the heritage of Henrietta House with new light filled atriums and outdoor terraces that bring vibrancy to the heart of the project with room for people to meet and engage.



On the top floor, existing service and plant rooms were reclaimed to create a presentation gallery and library with 5.2m high ceilings and northern light through the pitched roof. The result is a refreshing and energetic space that offers far more than just a place to work. Each area of the new floorplan has been given an intentional use, for people to entertain, relax and socialise along with quiet zones to reflect.



Aerial photograph of Henrietta Place taken ahead of works starting on site.

CGI created by MoreySmith depicting the 40,500 ft² new-build extension at the rear of the building.

The single initial vision has interwoven MoreySmith, Lazari and CBRE together. The end product is a result of imagination, reflection and deliberation to ultimately create a landmark building that has reinvigorated a heritage building for the modern workforce.





The new extension was erected over the loading bay between existing buildings, adding significant new real estate in a prime location, without the need for demolition of the existing structure.



For nearly 30 years **MoreySmith** has been at the forefront of people first design and architecture, reimagining the way we live and work. It is a multi-award winning and RIBA Chartered Practice known for its creative and individual approach to projects, collaborating with clients to deliver spaces that suit their bespoke needs.

The studio has become renowned for its ability to reposition and repurpose heritage space through expert design, celebrating the original features of a building while bringing spaces to life for modern living and working. This approach is supported by industry-leading expertise in delivering projects to the highest standards of sustainability.

MoreySmith's company ethos is to deliver beautifully designed projects that reflect and embody each individual client's brand and needs. Projects are undertaken with people firmly at the heart, combining research with design-led aesthetics, function and comfort. The studio offers architectural and interior design, research and workplace strategy.

Launched in 1993 by Founder and Principal Director, Linda Morey-Burrows, MoreySmith prides itself on its innovative ideas, combining many disciplines across a portfolio of workplace, residential and lifestyle projects.

Serendipitously, Henrietta House was first developed just one year prior and the two separate narratives began. Coming together almost 30 years later in this redesign project, Henrietta House reimagined is a culmination of combined history, expertise and legacy.

CBRE Group, Inc, a Fortune 500 and S&P 500 company headquartered in Dallas, is the world's largest commercial real estate services and investment firm, with over 100,000 employees serving clients in more than 100 countries. Henrietta House accounts for 2,000 of those employees as its official UK headquarters. CBRE serves a diverse range of clients with an integrated suite of services, including facilities, transaction and project management; property management; investment management; appraisal and valuation; property leasing; strategic consulting; property sales; mortgage services and development services.

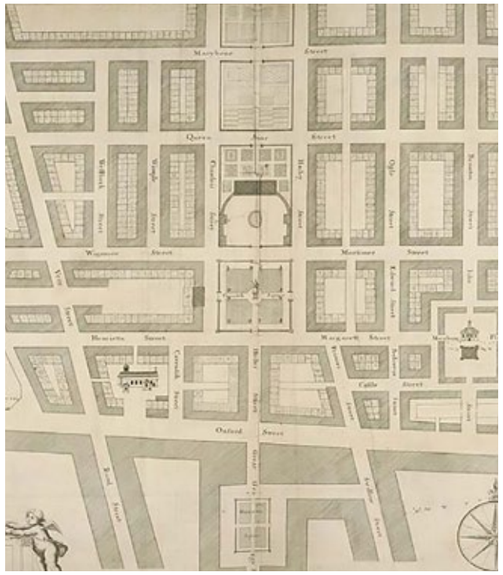
The story intertwining MoreySmith and CBRE has been an evolving narrative, with combined industry expertise coming together to deliver a landmark workspace project at Henrietta House.

Before moving into Henrietta House in 2011, CBRE formerly occupied headquarters in Kingsley House, Wimpole Street. Coca-Cola subsequently took over the heritage space and worked with MoreySmith to transform the space into a new HQ that captured Coca-Cola's rich history alongside its playful and forward-looking identity.

Through this project, CBRE saw the potential of MoreySmith's people-first approach to design, reflecting on the HQ they had left behind that had been completely transformed. It was this project that sparked the conversation that would later lead to the reimagining of Henrietta House, with Lazari being brought into the vision to redevelop and extend Henrietta House in response to CBRE's desires for a world-class workspace.

Henrietta House sits at the epicentre of Marylebone, an area most known for its rich history and prestigious legacy dating back to the 1700s, when Henrietta Place was first urbanised into the grid street structure we still use today.

Just a stone's throw from Bond Street, a cultural landmark for luxury retailers and the coveted green square in Monopoly, it is the ideal location for the world's largest real estate firm to house its headquarters.



Historical masterplan for the Harley Estate of Marylebone, 1719

Lazari Investments is part of the Lazari family group of companies that operates across eight estates in London. The private property investment and development firm was first formed in 1976 and now has 3.2 m ft² of ownership and circa £3.45 billion of assets, of which 94% fall within the West End Estates. It is one of the largest private owners of commercial real estate in the UK.

Lazari's vision is to identify buildings and locations with untapped potential across London and to build an exciting legacy for future generations. Sustainability is an important value benchmark for Lazari Investments, in response to increased tenant demand for these considerations benefiting both business and the environment.

Lazari's estates are a mix of predominantly office, retail, medical and residential space that combine to deliver a sense of community. As a legacy family business, it is able to take a long term approach to its investments across estates but the intent remains consistent across them all – to create value from a balanced portfolio and enhance amenities and lifestyle for both the business and residential communities served by its estates.



“ We are very proud, and it has been a pleasure to collaborate with both CBRE and MoreySmith to provide an outstanding benchmark in office retrofit and sustainable design, transforming the 144,500 ft² into a stunning office facility providing the highest level of service, amenity, and tech enabled provision in an environmentally friendly framework.

This forward thinking workspace maintains our long term vision for the building. Henrietta House now sets the standard and template for future developments within the wider Lazari 3.2 million ft² portfolio. This could not have been achieved without the determination, creativity, drive and detailed precision of MoreySmith working within an ambitious programme together with CBRE’s expert advice on many aspects of the project.”

Nicholas Lazari
Director of Lazari Investments



From the outset, MoreySmith, Lazari and CBRE shared an aspiration to create a world class office scheme that would leave a minimal environmental footprint and offer the highest standards of wellbeing for the occupier. From its inception, sustainability was the driving force and formed one of the key anchor points for the project, with all design considerations evolving from this fundamental objective.

The new extension to the rear of the building was slotted into the negative space between existing buildings, giving CBRE extra volume in a prime location without the need for extensive demolition of the existing structure.

Sustainability considerations can be seen throughout with MoreySmith sourcing furniture and materials that strike the optimal balance between sustainability, beauty and longevity. A range of tactile and beautiful materials were specifically chosen for this scheme, from the extensive use of textured reclaimed timbers, to profiled cork cladding, both of which offer an inherently sustainable resource as well as being renewable and biodegradable.

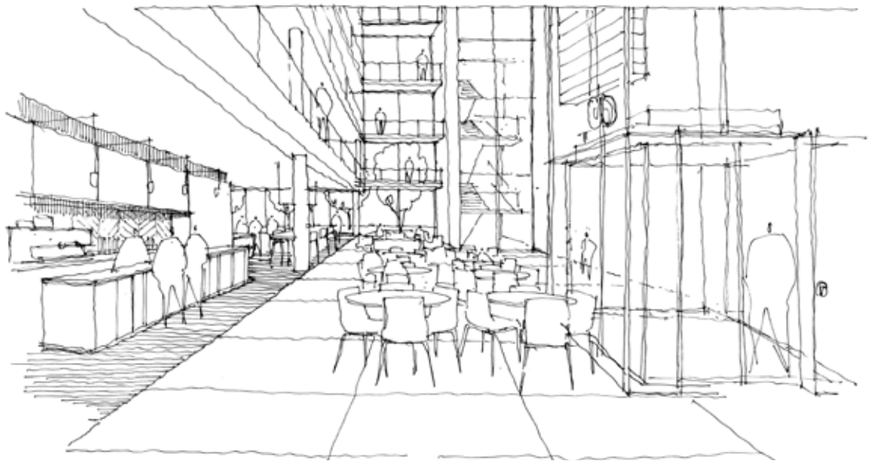
British sustainable furniture designers and manufacturers were handpicked to celebrate local artisans and to reduce the carbon impact of importing pieces from further afield.

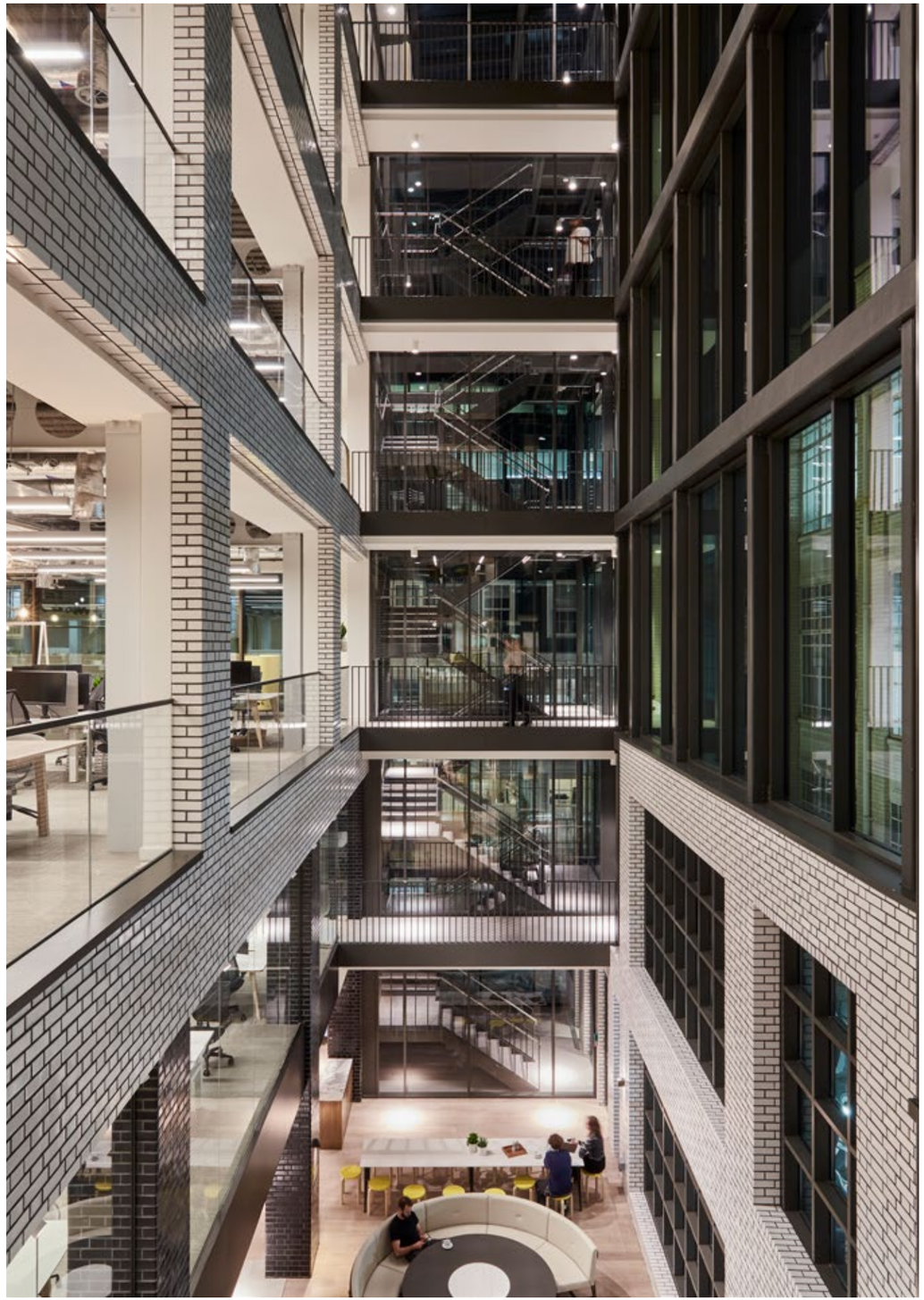
The building is on track to achieve BREEAM Excellent which recognises the building's environmental performance as being amongst the top ten percent of UK non-domestic buildings. In addition, it will submit to become WELL Certified Platinum, the highest rating level in the standard. Once awarded, Henrietta House will become one of the UK's largest WELL Platinum fully fitted projects.

Wellbeing was prioritised throughout the project with premium fitness suites and gym rooms introduced in the basement, complete with industry-leading equipment and club style changing facilities. A wealth of bicycle storage encourages active commuters and the light-filled and biophilic design throughout Henrietta House further instils a sense of calmness.

The resultant scheme has completely reinvented the original building, bringing it up to the highest modern standards while maintaining the heritage of Henrietta House and prioritising environmental considerations throughout.

A luxurious new café and restaurant unites the atriums and provides a social hub at the heart of the building. White brickwork marries the old and new elements, creating a space reminiscent of 1930's London that reflects the original vision to the back of the building. Planting throughout Henrietta House gives an abundance of greenery and visual access to nature.







THE VISION

“ From the outset, people were placed firmly at the heart of our design and we are confident that it will continue to be the ideal environment for years to come for CBRE employees to thrive and be successful.

This project is a significant milestone in MoreySmith’s journey and represents our individual approach to design, with every element carefully curated from the furniture to the art, and overall vision for the architecture. With almost 30 years of experience in workplace design, we know how important an environment is to the culture of a company and this refresh has breathed new life into Henrietta House to deliver an exemplary space that prioritises wellbeing, collaboration and sustainability.

Our research has shown that more than ever, people want space to socialise and to connect in a post-pandemic world.”

Linda Morey-Burrows
Principal Director of MoreySmith



Suspended above the reception, immediately visible is one of the hero pieces of the building, Fernando Casasempere's Murmuration. Composed of more than 2000 individual pieces of hand-moulded porcelain.

Floating weightlessly above the stairwell, the assembled elements create an organic form within the building's angular architecture, taking the viewer's eye towards the new west atrium.

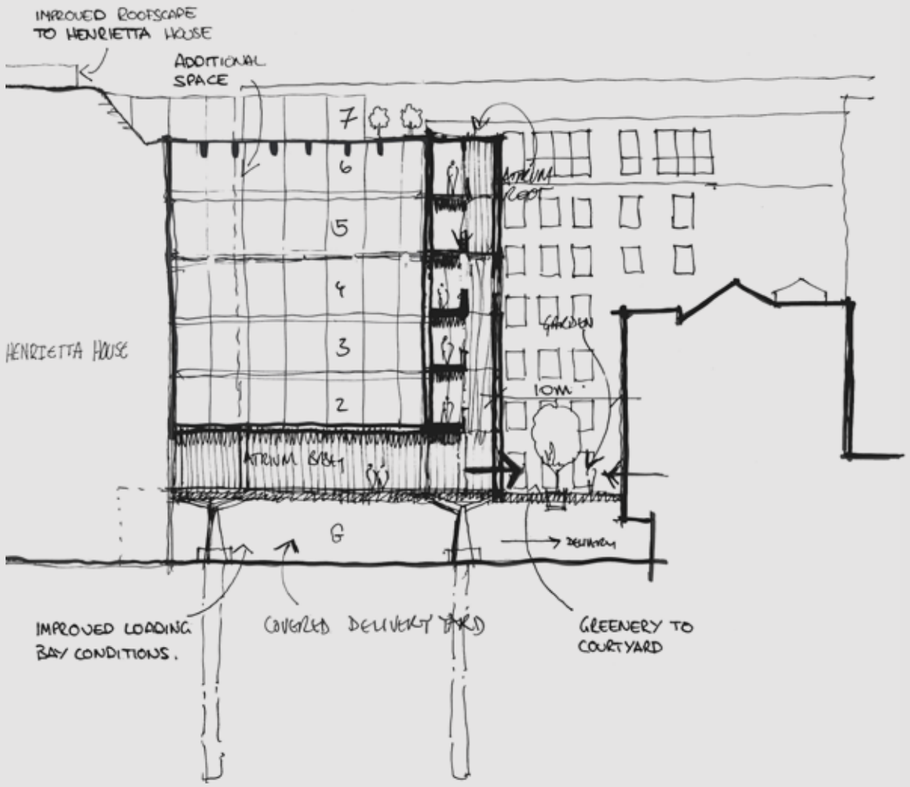




The layering of concrete, fumed oak and bronze create a calming backdrop for the bespoke ceramic sculpture.

The existing loading bay to the rear of Henrietta House sparked the initial inspiration for the project. MoreySmith shared a vision for a complete redesign of CBRE's headquarters, showing the potential of how this space could be boldly used to create more room for its employees, for client entertainment and outdoor terraces. CBRE saw the opportunity this would present and the first seed of the project was planted.

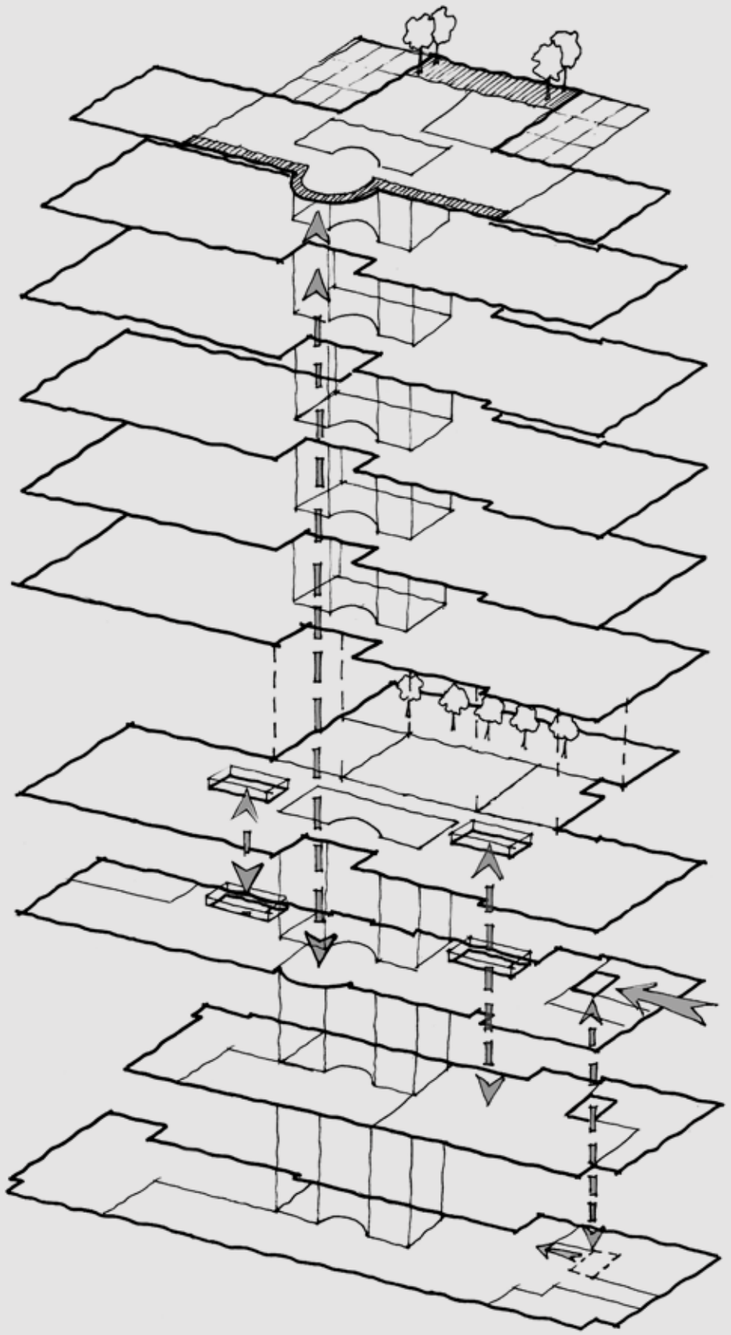




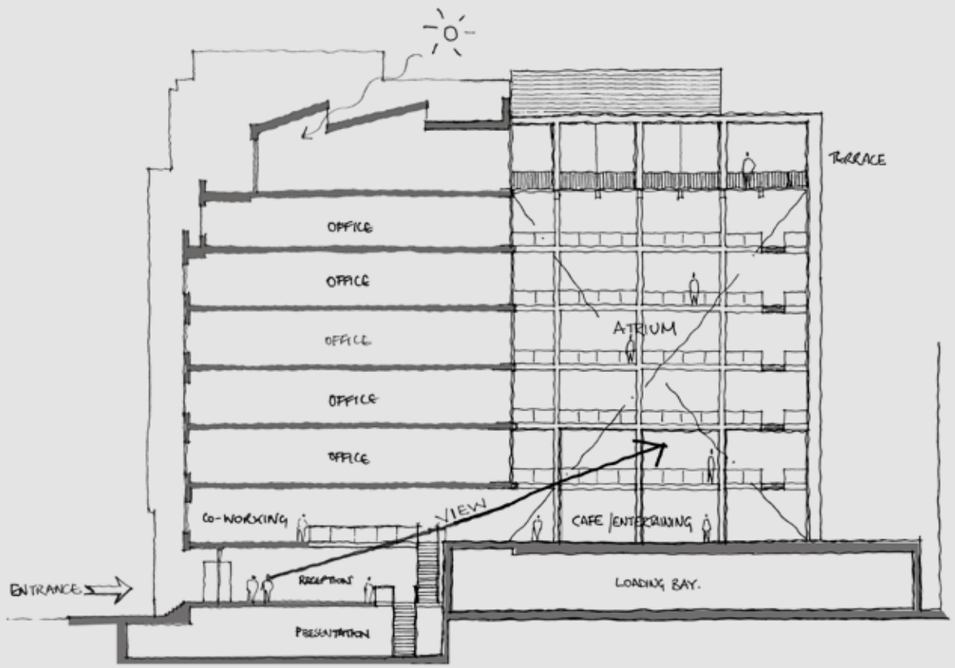
The vision has knitted together the heritage of Henrietta House with new light filled atriums and outdoor terraces that bring vibrancy to the heart of the project with room for people to meet and engage.

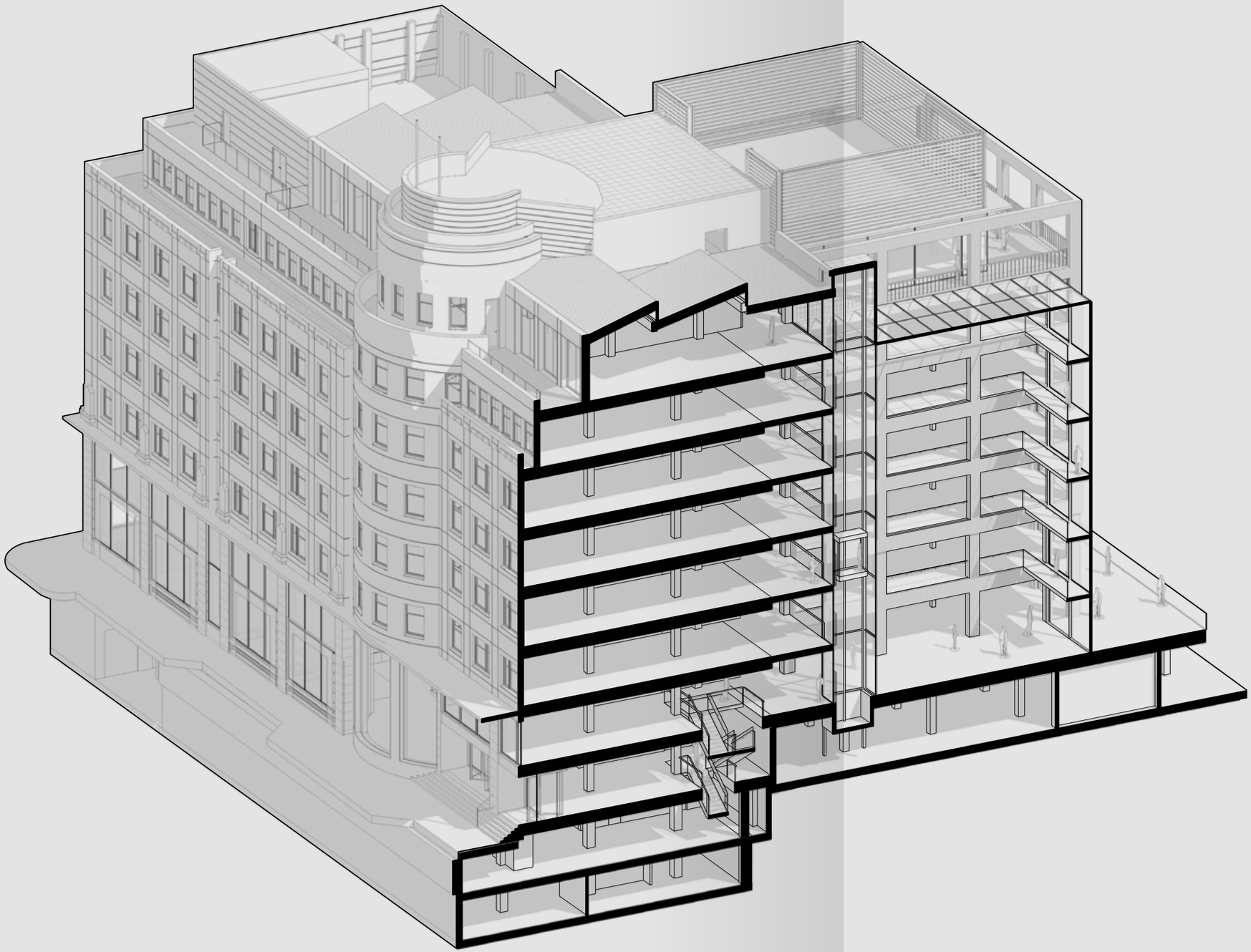






Andrew McCann, Creative Director at MoreySmith, said: “From the outset, our aim for the design was to create a sense of openness not only from the street frontage but throughout the entire building. As soon as people enter Henrietta House, they are immediately presented with direct vision lines into the new atrium, views to the lower ground floor and the upper floor staircases. This ensures that every visitor has sight and sense of the buzz and atmosphere of the space.”







Henrietta House was stripped back to its core, taking the rear off the building to connect the new with the old which was then renewed with open floor plates allowing a seamless transition to the new extension.

This interconnectivity between the existing and new has been transformative, and the completed project feels like a completely different space. A new central staircase, two atriums and a generous staff coffee bar and restaurant have been placed into these spaces, connecting the floors together and allowing easy communication between previously segregated floors.





To improve the building's street presence off the iconic Bond Street, and to provide a shop front for CBRE, a two-storey retail style façade at ground level has been created.



The Portland stone structure was first designed in the early 1990s by architect Christopher Hadden and later came into the Lazari family portfolio in 2003. At the time of construction, sculptor Kier Smith was commissioned to create 15 high relief sculptures. These show how architecture has evolved from a dark cave to glass skyscrapers and are still visible above the new glass façade.



The new build elements of the scheme utilised lightweight construction as far as possible to streamline the scheme. The frame and cladding elements were manufactured off site to limit waste and transportation.

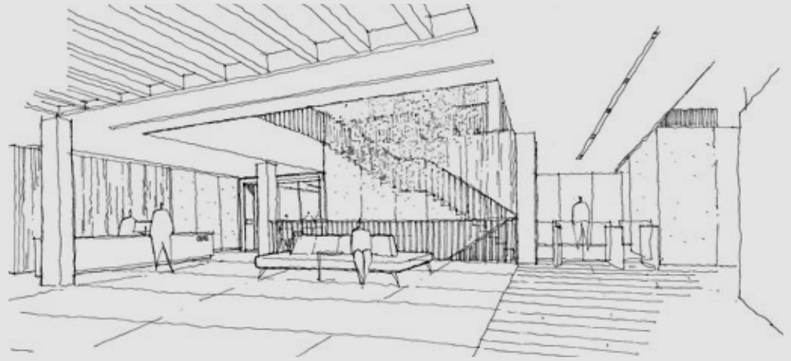




The architecture of the cube takes its cues from the surrounding context. White glazed bricks were chosen in reference to traditional London inner yards and to reflect light down to the atriums and lower levels.

The two atriums and large windows bring light into the workspace and provide views out. The new additions respect the formality and rhythms of the existing surroundings while bringing something new to the area. On the first floor the employee café spills out onto a generous terrace enhanced with planting and a green wall.



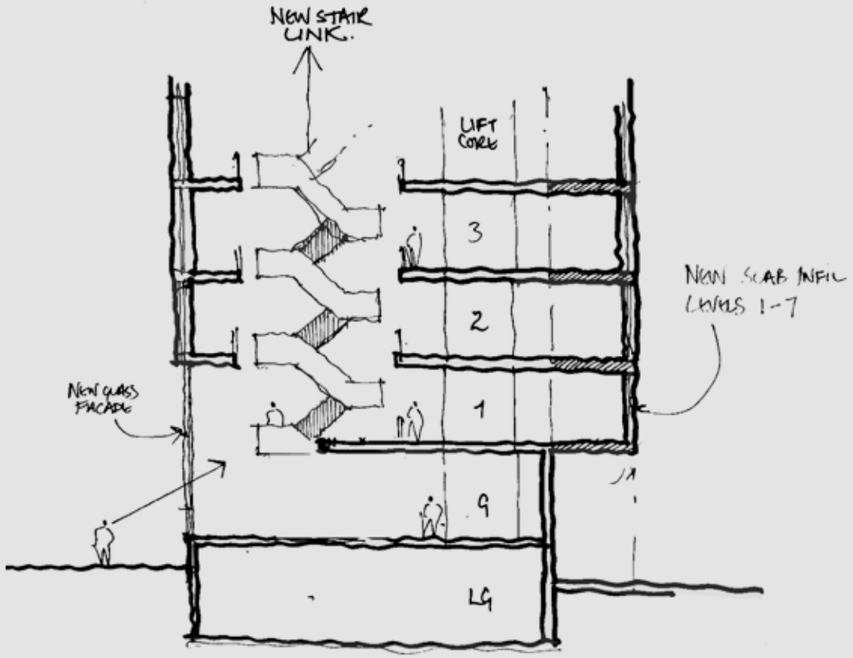


Original concept sketch of ground floor arrival.

The entrance at Henrietta House sets the visual tone for the rest of the building, introducing clients and visitors to the world-class space. Neutral colours, natural materials and premium finishes create a calming and warm environment for guests to relax.

Fernando Casasempere's Murmuration weightlessly floats above the reception, providing a visually striking piece upon entering the building as well as visibility from the street view outside.





Two vertical circulation staircases have been introduced, cutting through the existing Henrietta House structure from the first to the seventh floor and a visible central rotunda staircase has been installed to promote movement.

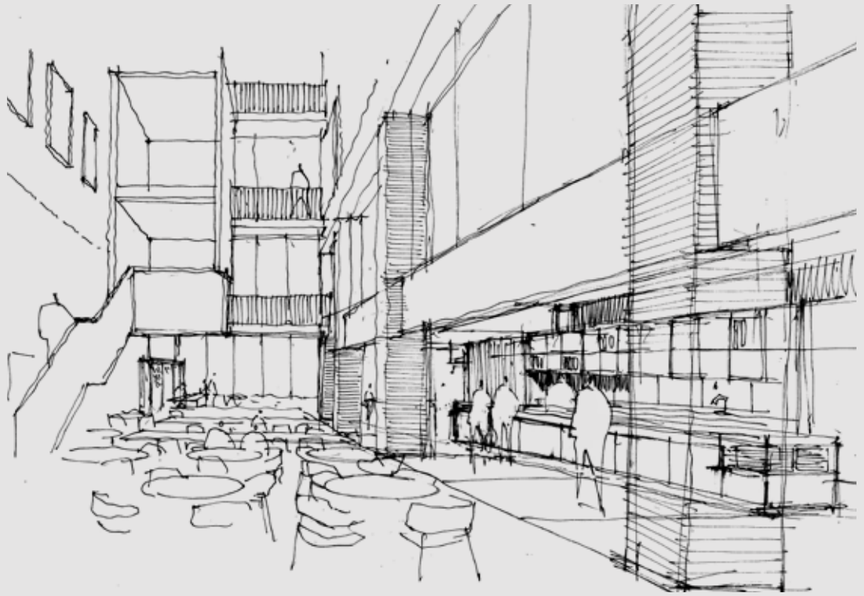




A significant period of the build programme was during the global Covid pandemic which emerged in the UK in 2020. Although this created challenges for the site team, working practices were quickly adapted. The team had to react fast to adjust, employing impressive lateral thinking and developing new strategies and details on the go to deliver the final project in good time.



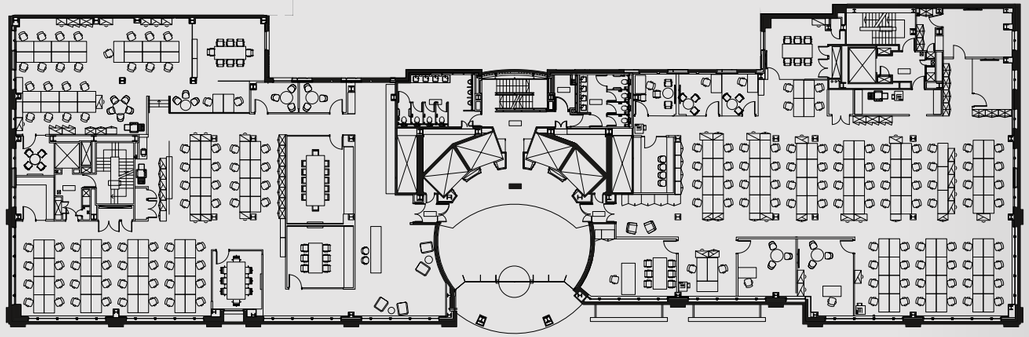
Original sketch of west atrium and meeting rooms.



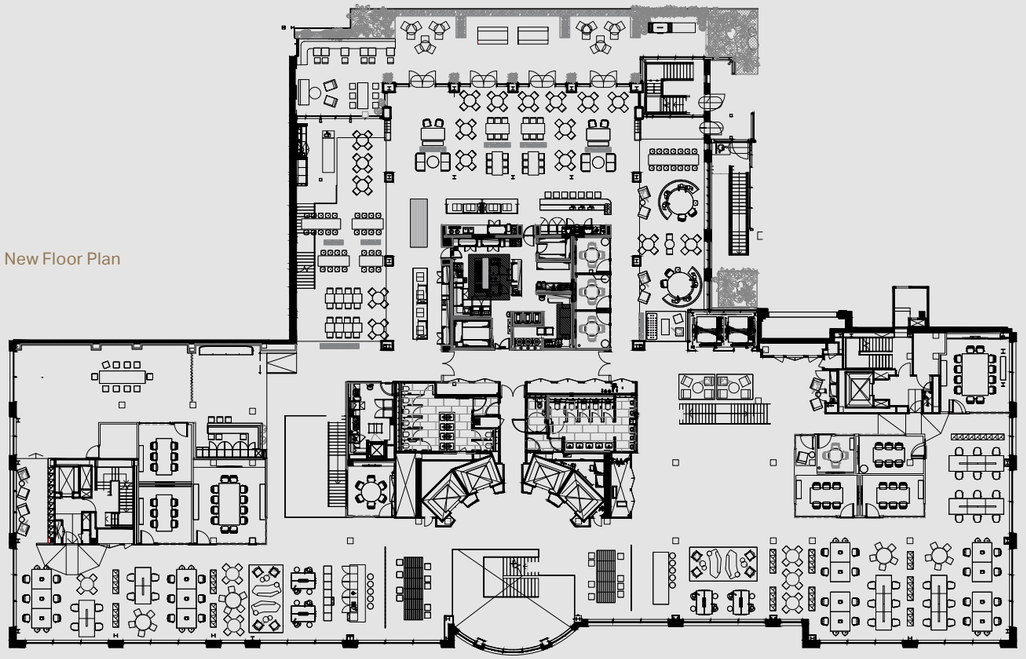


New social areas in the heart of the building provide space for employees to meet, collaborate and to enjoy the new café and restaurant amenities. Open balconies provide visual access to the building infrastructure, encouraging movement across floors and down into the atriums below.

Original Floor Plan

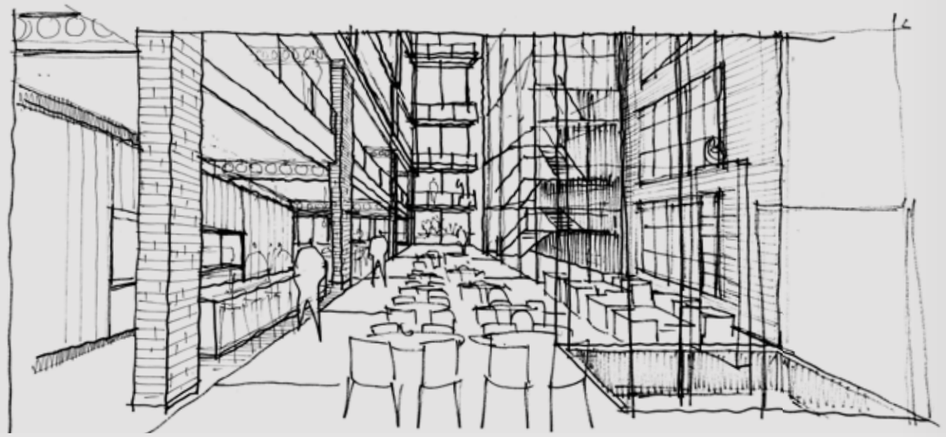


New Floor Plan





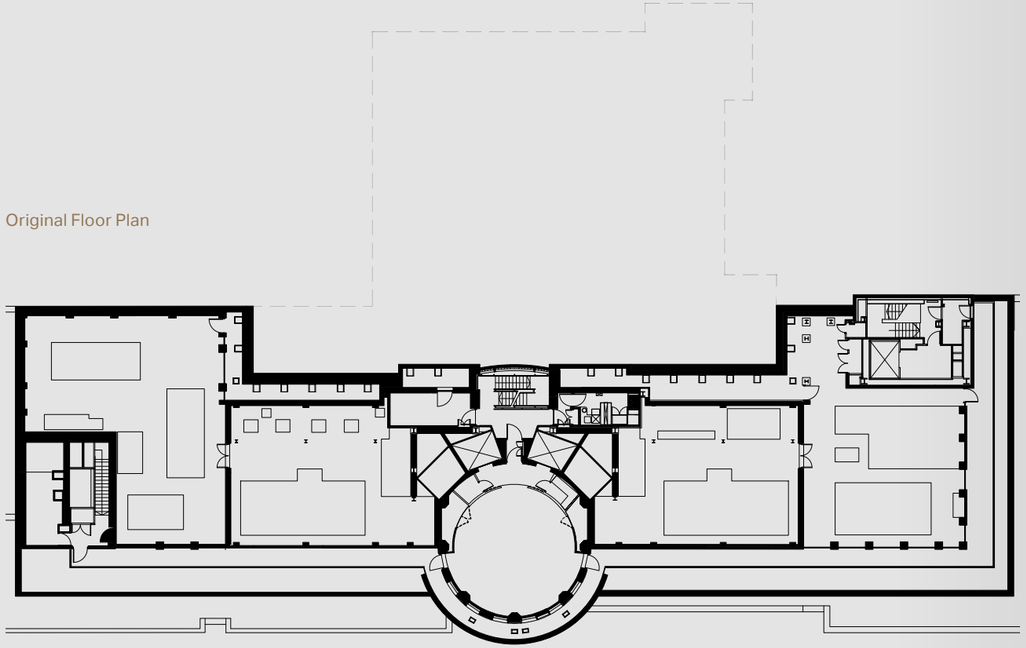
The east atrium is connected via suspended walkways and a minimalist staircase. Open floor plates and perimeter glazing provide vistas across the rooftops of Fitzrovia and beyond.



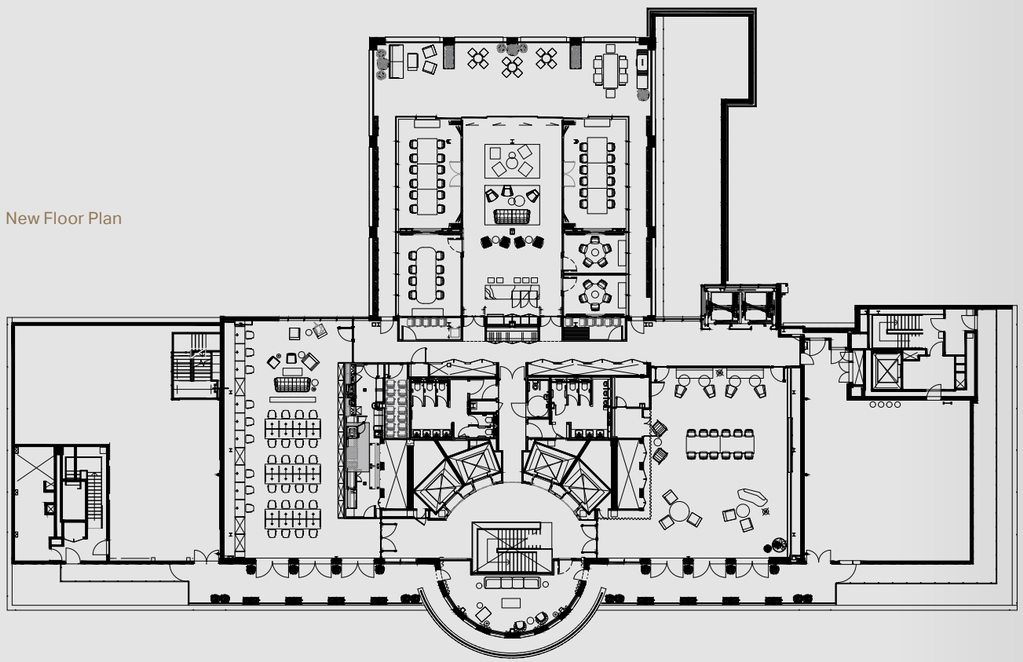


On the seventh floor, an open-air terrace offers exceptional views of London. The old service rooms were reclaimed to create a stunning observatory space and library. An entertainment suite is positioned at the top of the new extension with wrap around terrace and spectacular views of London's skyline.

Original Floor Plan

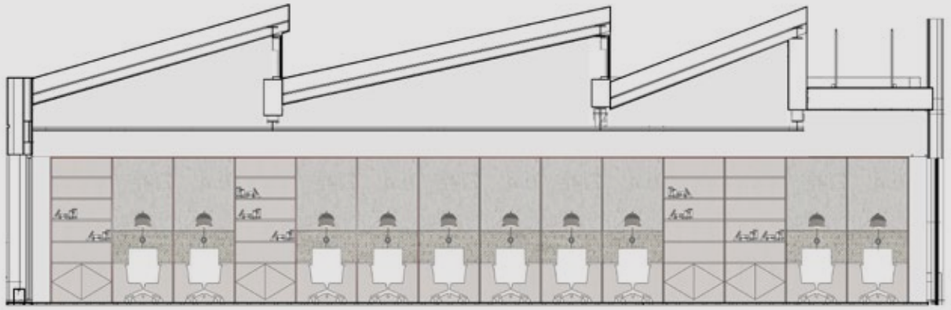


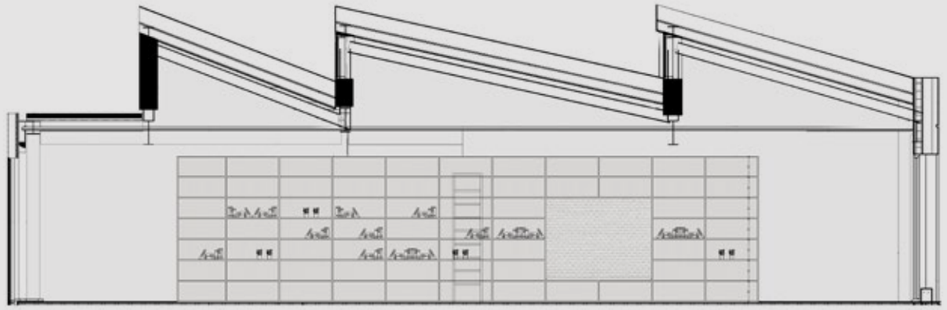
New Floor Plan





The library offers space for quiet and focused working with a new pitched roof of 5.2m height, benefiting from the northern lights. A calm and residential ambience has been created for comfort, tranquillity and wellbeing.



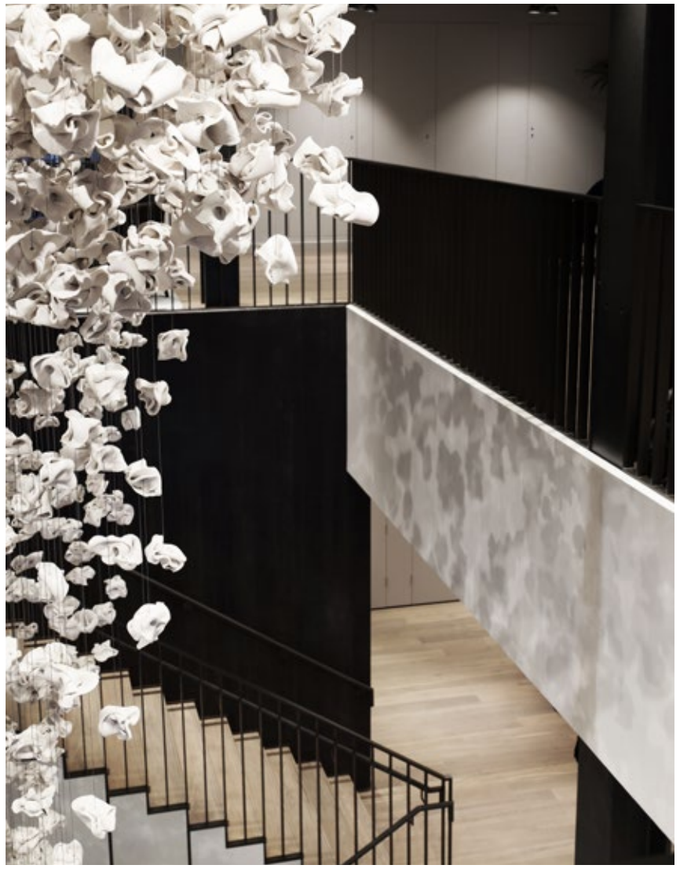


Section illustration of the pitched roof and northern lights.





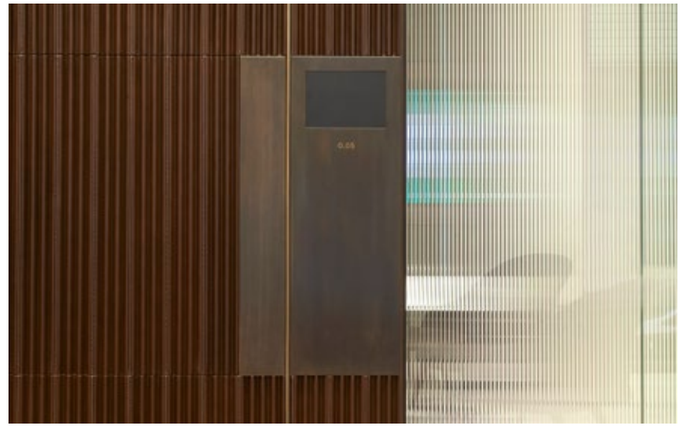
THE REALITY

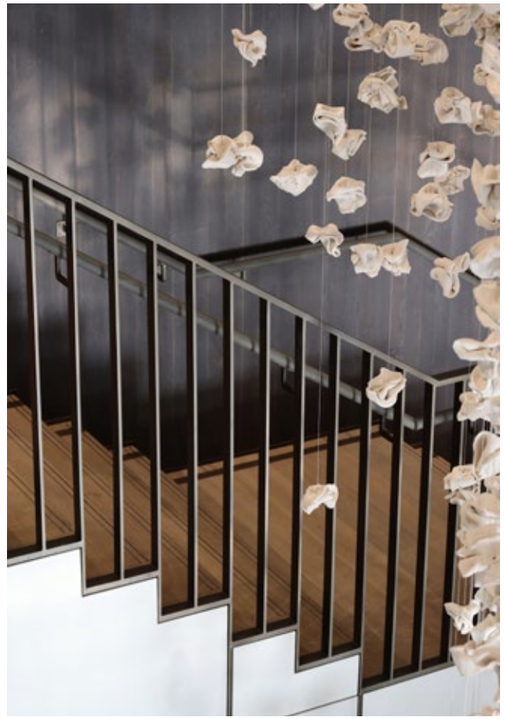






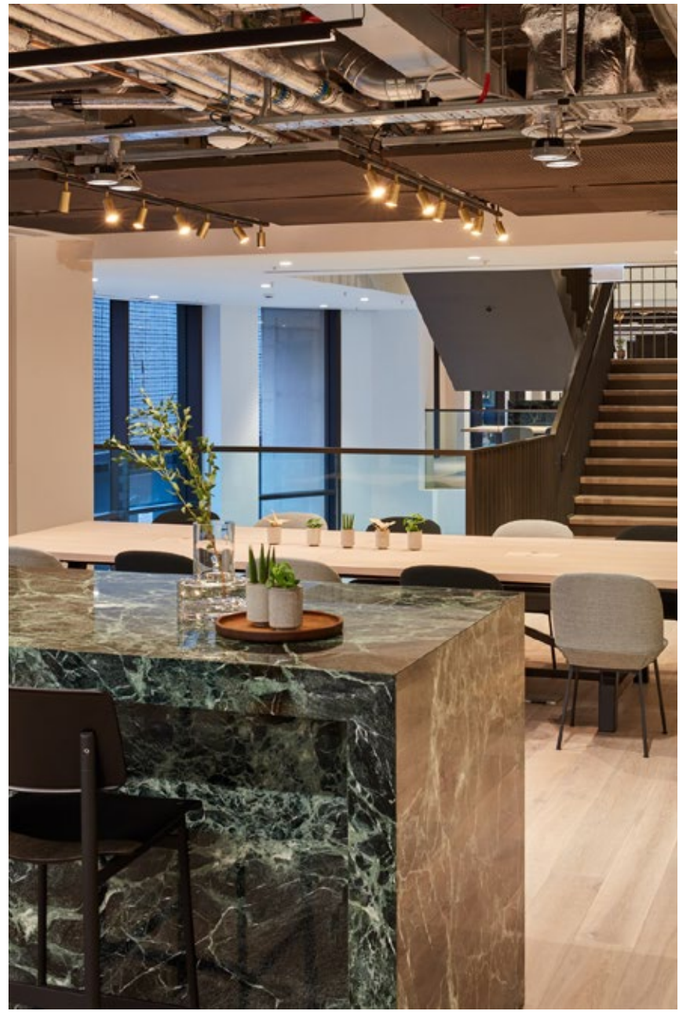






2,000 individual pieces of hand moulded porcelain create an organic form representative of the unique identity of all 2,000 CBRE people.





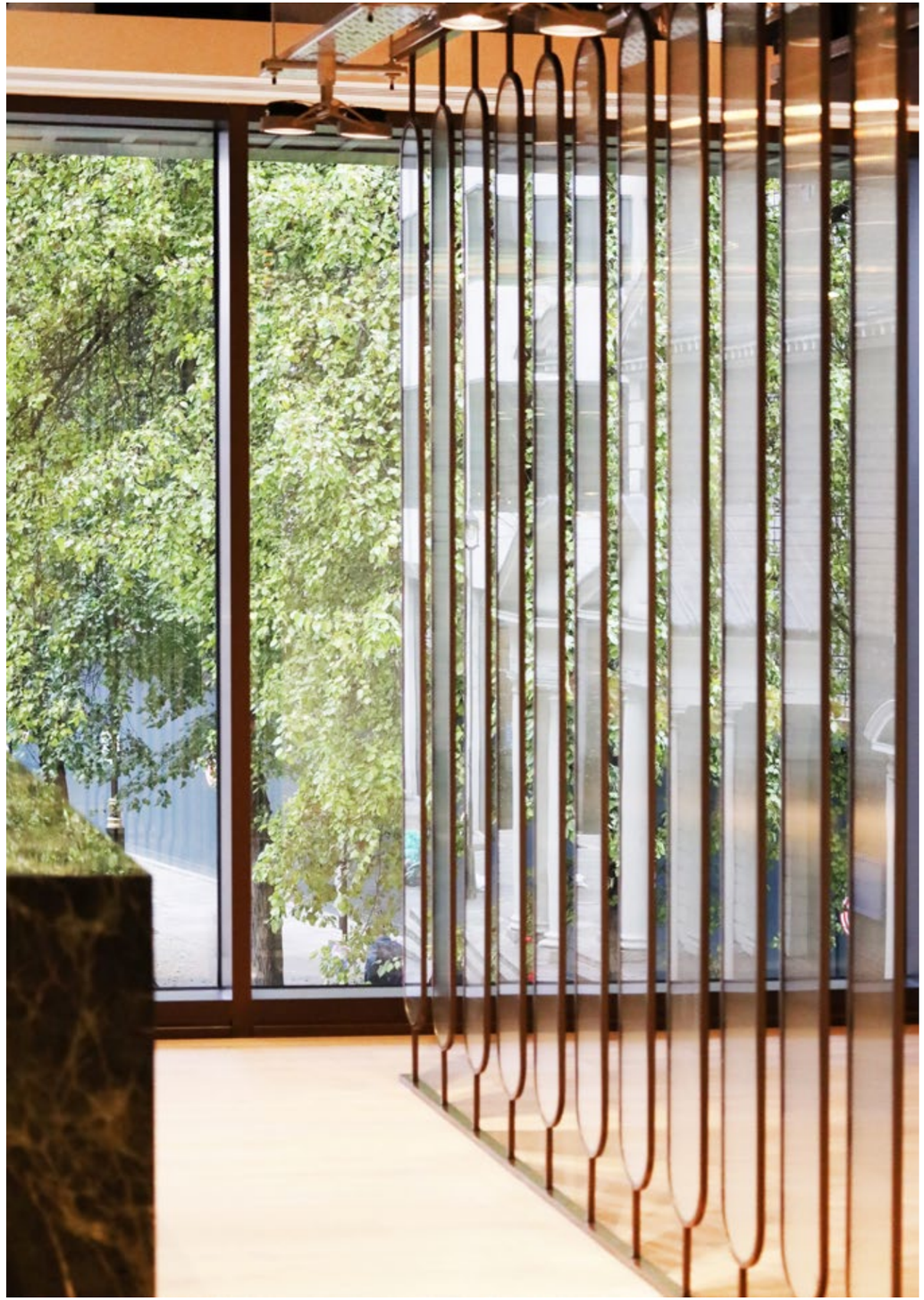
The ground floor reception area features a client lounge whilst the first floor is open to all for co-working. The atmosphere has elements of a luxurious private members' club where innovation and relaxation work seamlessly together.







Bespoke materials including formed leather panelling, bespoke reeded glazed screens and corrugated concrete finishes.

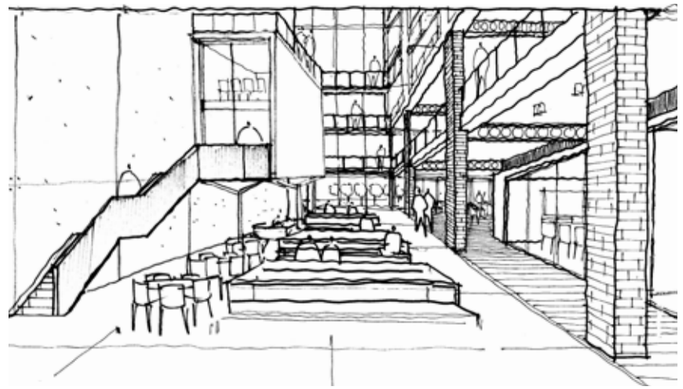


“ This landmark project was driven by our desire to create the optimum workplace experience for our people and visiting clients. Collaboration and connectivity are at the heart of our culture and so it is incredibly exciting to be able to bring our 2,000 London-based staff together into our new state of the art workplace in one of the best locations in the West End.

The variety of different workspaces and fantastic amenities prioritise wellbeing and productivity and allow our people the freedom to choose how they work in line with our adoption of new dynamic working patterns. Being able to offer this level of flexibility with a first-class workplace experience gives us a significant advantage in the war for talent and retention as we continue to grow our business.”

Ciaran Bird
Divisional President, Advisory Services and CEO CBRE UK and Ireland







The concept of movement was central to the redesign of Henrietta House. MoreySmith created a free flowing space where people are encouraged to work from different areas and use the full breadth of the building. A café in the new build atrium provides an informal place to work, meet colleagues and offers cross fertilisation of ideas between business groups.





The café and restaurant space provides a social hub in the centre of the building, creating animation and a sense of energy at the building's heart.



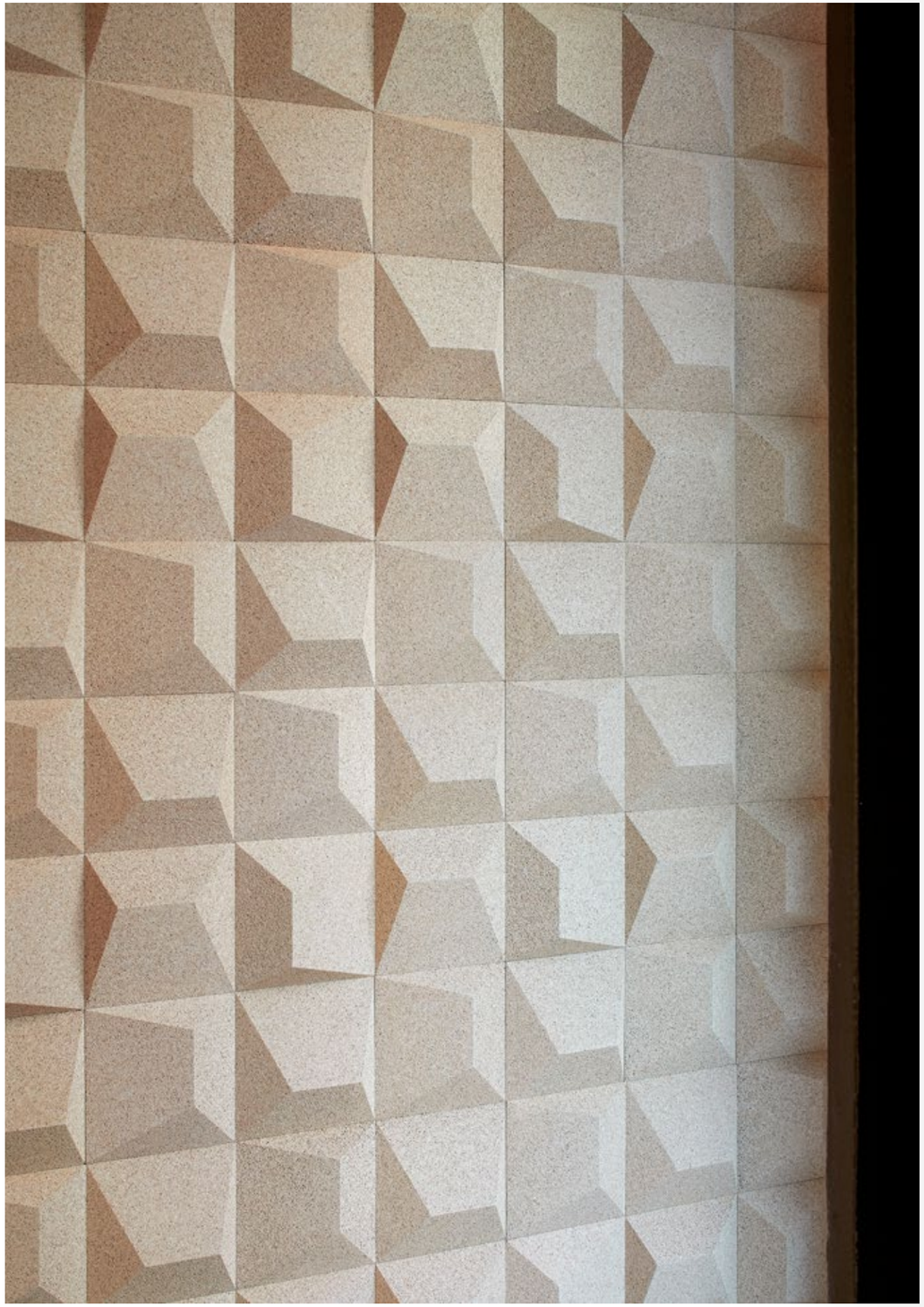
“ Our new building provides a blueprint for future office design and more agile working patterns as we strive to lead the way for our clients. The range of on-site amenities at Henrietta House, coupled with the calibre and variety of workplace, technology solutions and our dynamic working patterns, will together allow all our employees to thrive and realise their full potential.

The workplace experience we are now offering gives us a significant advantage in the attraction and retention of talent in an era when the quality of the workplace and employee environment is so high on the agenda. Our employees have been looking forward to working from their new HQ for months and we are so excited to see how they enjoy the space for years to come.”

Natalie Barnicott
Head of People, CBRE UK



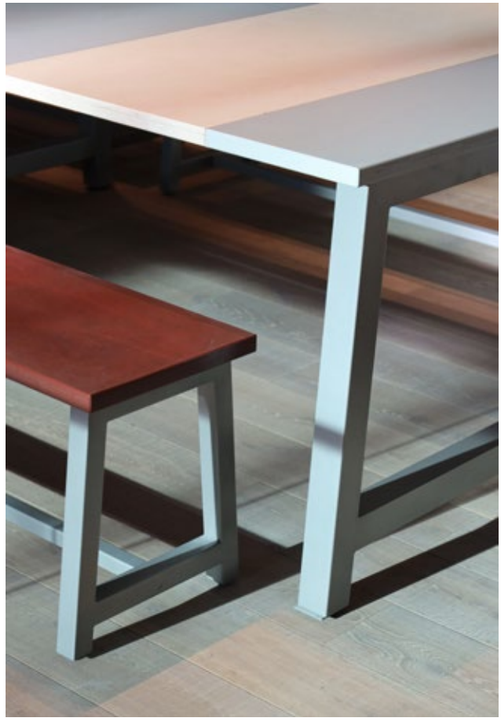




The innovative people-centred design prioritises employee wellbeing by maximising natural daylight throughout in a non-hierarchical manner.



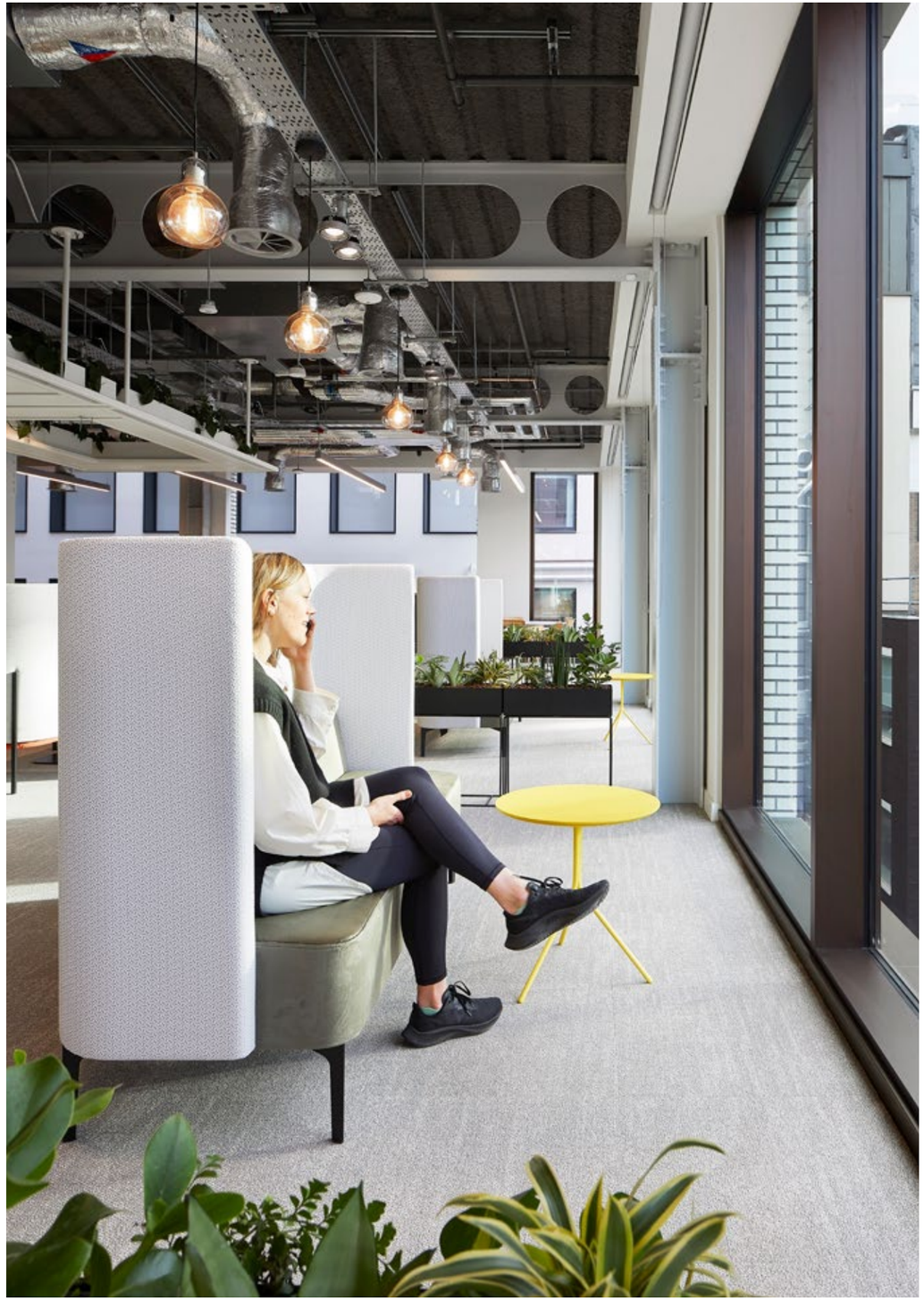






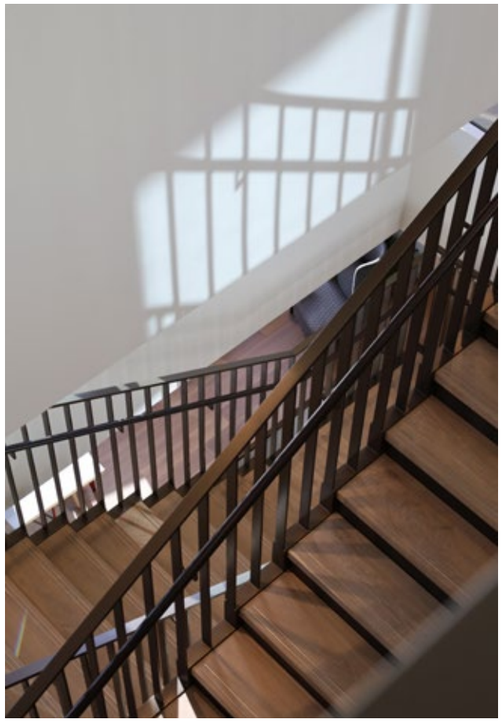


A diverse array of individual layouts and furniture arrangements were implemented in the design to encourage flexibility and work autonomy. CBRE employees have the freedom to choose from working areas that best fit their tasks for the day, with a variety of spaces from calm and contemplative secluded pods to social and collaborative banquet seating.



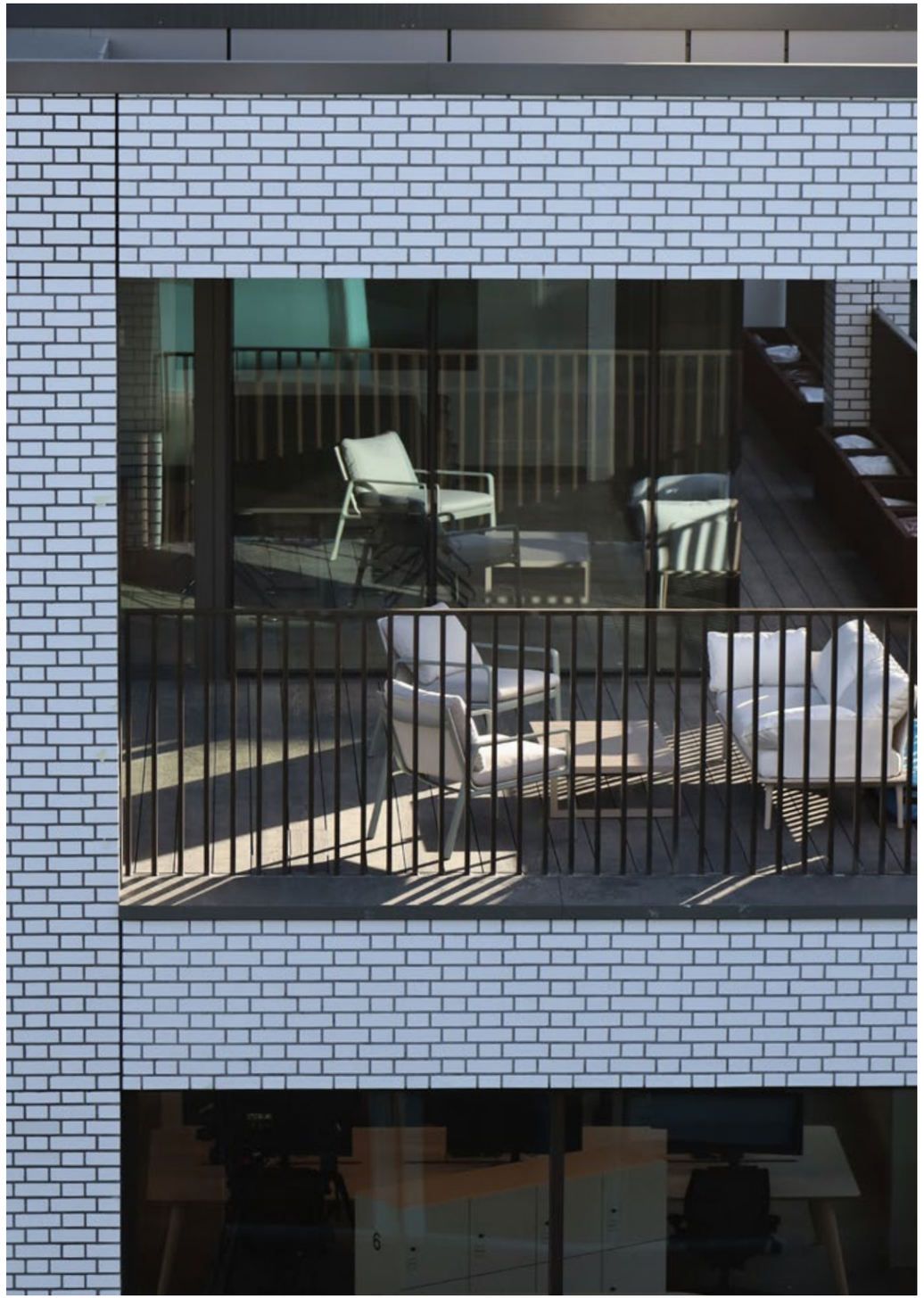
An abundance of natural light and open style working encourages people to meet in collaborative areas, leaving allocated desks and secluded working behind. The result is a bright and vibrant space, where people come together to share ideas and to enjoy a range of flexible set-ups that fulfil their unique ways of working.



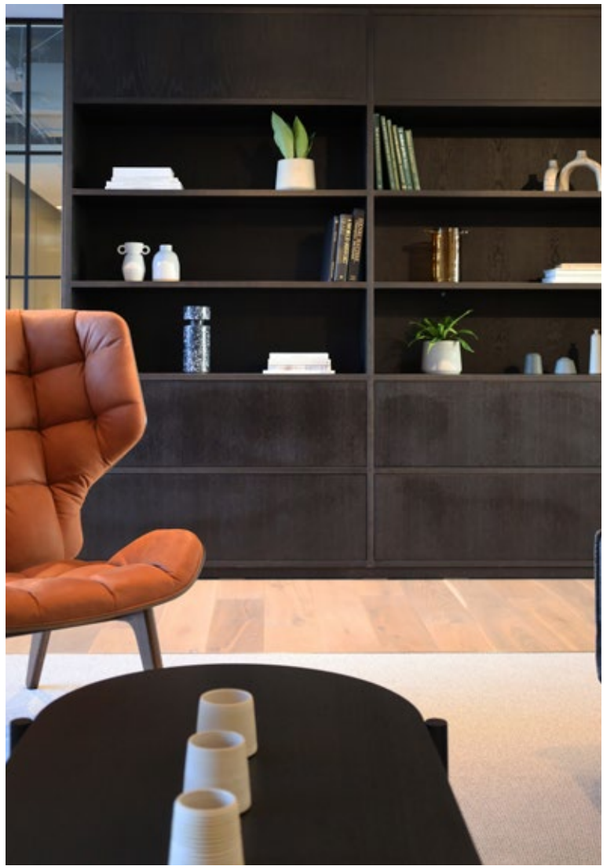




A client event space offers room for entertainment complete with a bespoke bar and dining room. Sliding doors bring flexibility to the space, closing areas for intimate occasions or opening up for large-scale events. A wrap around open air terrace offers unparalleled views of London, with Bond Street stretching below.

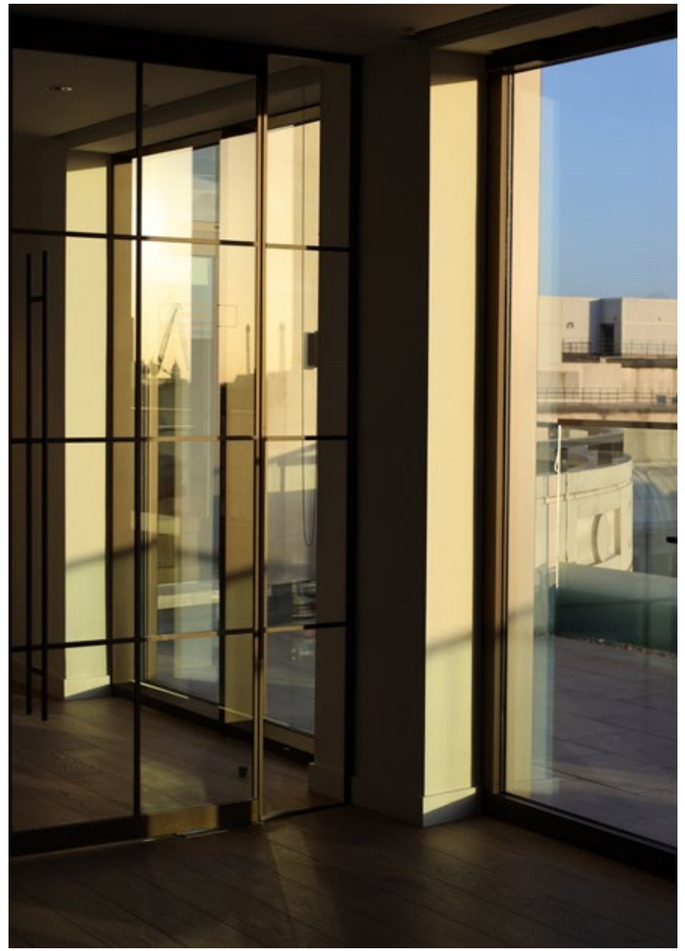


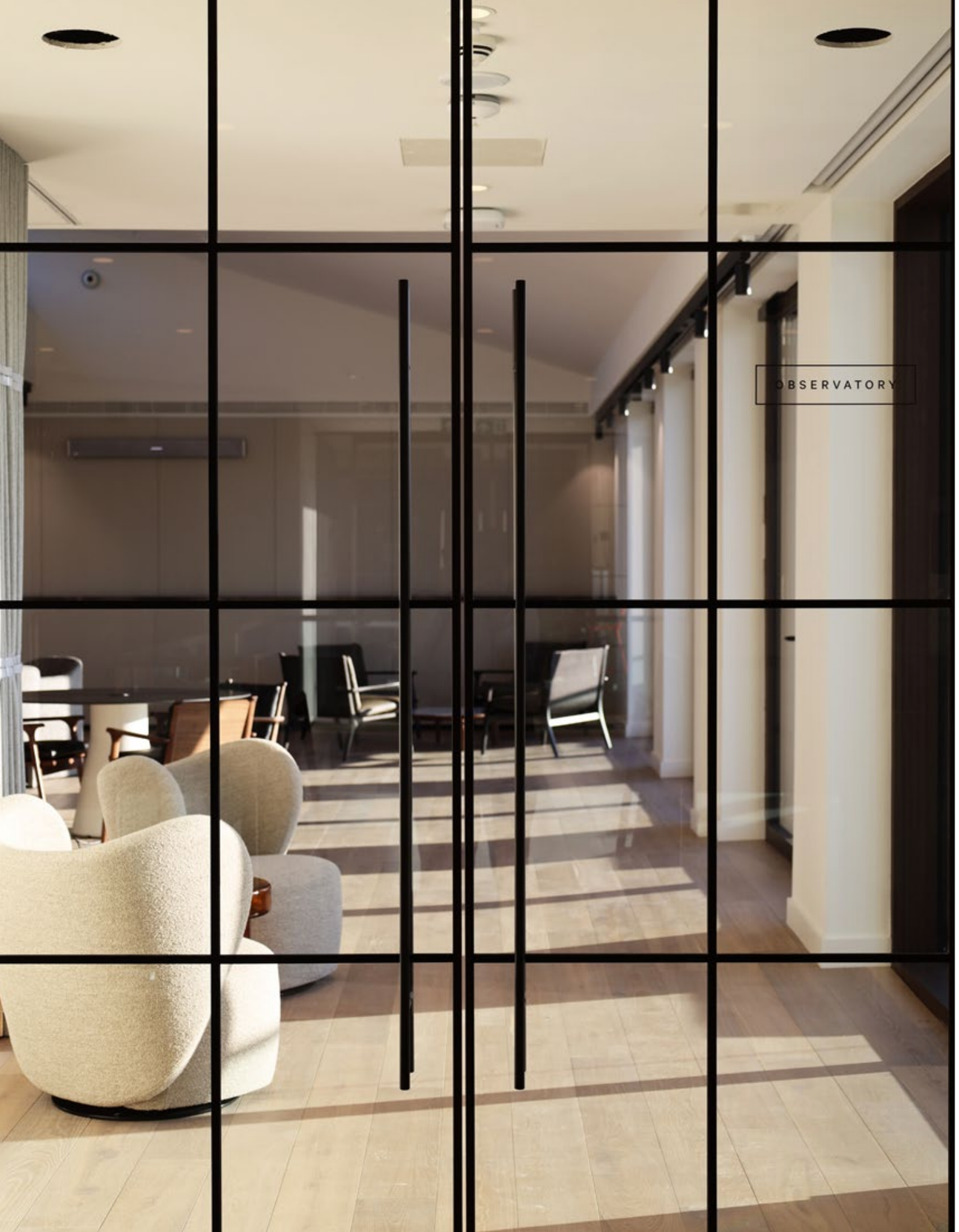






Custom-made dark wood bookcases and desks in the seventh floor university style library contribute to an overall calm and focused atmosphere, complete with leather finishing and a warm colour palette.







Client pitching suites have been introduced, with integrated industry leading technology for streamlined presentations and events. Residential style furniture is complemented with crittall doors, resulting in a functional yet beautiful space for CBRE employees and clients to enjoy.

Throughout Henrietta House, the art was carefully curated by Patrick Morey-Burrows from ArtSource. With neutral and classic materials prioritised in the interiors to give the design longevity, the artwork presented an opportunity to inject detail and colour.

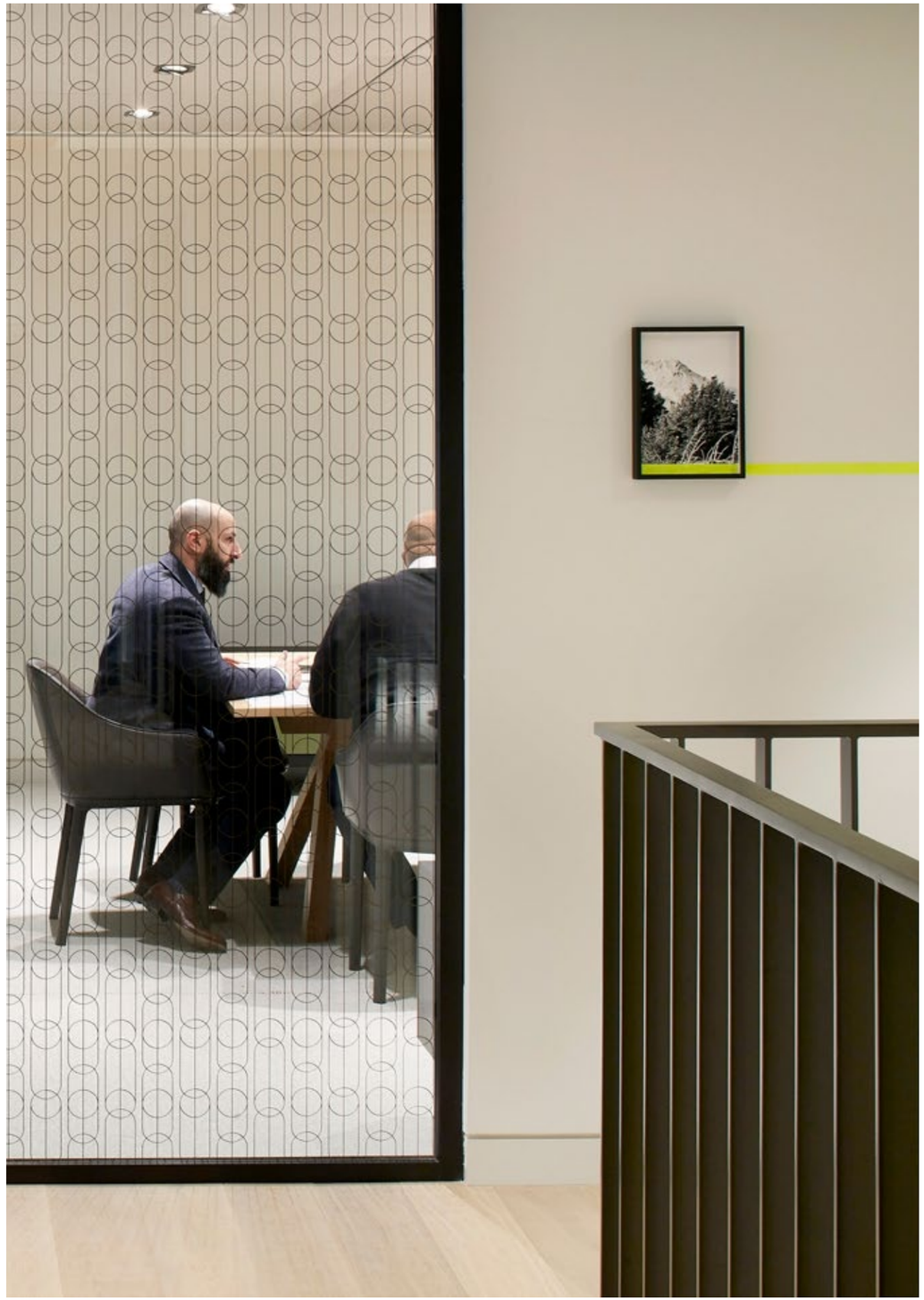
Working closely with CBRE and MoreySmith, ArtSource chose pieces from a diverse range of artists to represent the outside surroundings of London, the rich history of Henrietta Place, and the energetic vibrancy of the building itself.

Featured at the entrance of the main reception area is a piece from ceramic sculptor, Fernando Casasempere.

On the ground floor of the space Rana Begum's piece, No.860, shows a series of 16 etchings that use repetitive geometric patterns, found both within Islamic art and the industrial landscape.

A series of 9 prints from Amy Stephens depict a repeated image of 'Petra tou Romiou', also known as 'Aphrodite's Rock,' taken by the artist whilst in Cyprus. The hexagon, present in each image, makes reference to the crystalline structure of the underlying limestone rock. The coloured forms also highlight different flora and vegetation found in and around Cyprus in relation to the letters that make up the word Aphrodite (Α.Φ.Ρ.Ο.Δ.Ι.Τ.Η.Σ).

Bookending the bottom floor, located in direct opposition to each other are two pieces from Brigitte Williams, one depicting London's famous TFL system and the other of Soleil Basque. Visible from the street below in an explosion of colour, Williams is known for breaking down the way we understand the world's systems and symbols, in this case bringing a London landmark directly into Henrietta House as a reflection of its physical location within the city.

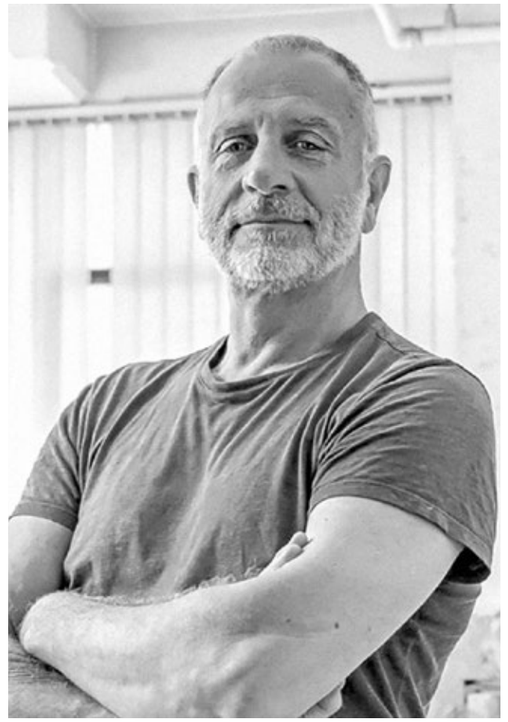




" Creating Murmuration was an inspiring journey, from the initial conversation right through to each piece being placed by hand in the end product at Henrietta House. My fascination with the imprint humans leave on this earth drew me to this project, inspired by the buzz of human activity that would exist throughout the building, reminiscent of the sweeping flocks of migratory birds.

The connection between nature and people formed the basis of this piece, gesturing to the flux of individuals moving throughout Henrietta House and London's wider collective rhythm. The final product is a sum of 2,000 individual pieces of hand-moulded porcelain to create a cloud-like form that is now suspended weightlessly above the stairwell. In this way, Murmuration captures the kinetic rhythm and continuous pulse of people both within the space and outside into the centre of London."

Fernando Casasempere
The creator of Murmuration

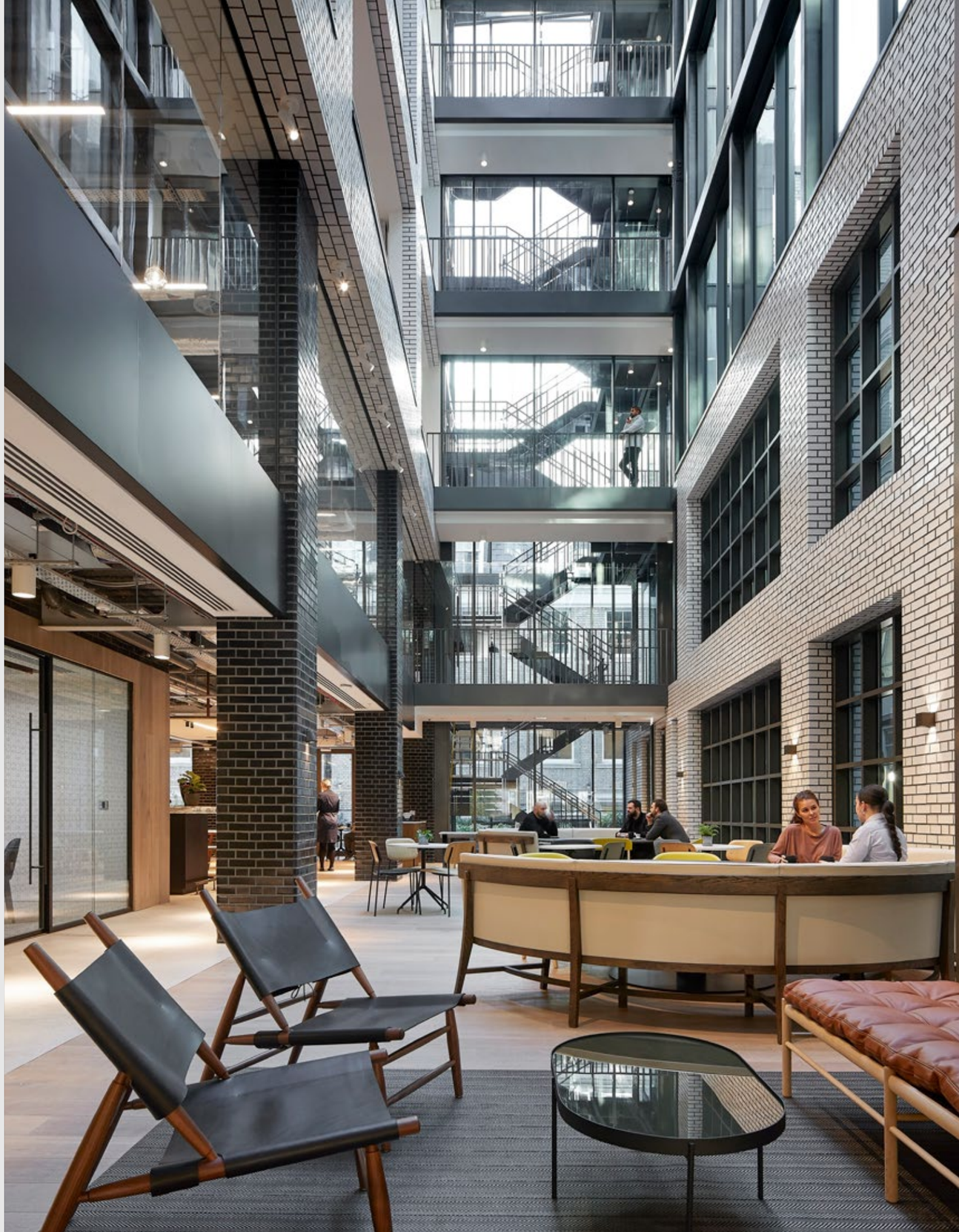




THE OLD & THE NEW



The original loading bay which the new build & atriums now sit over.





The old reception.



The old entrance.





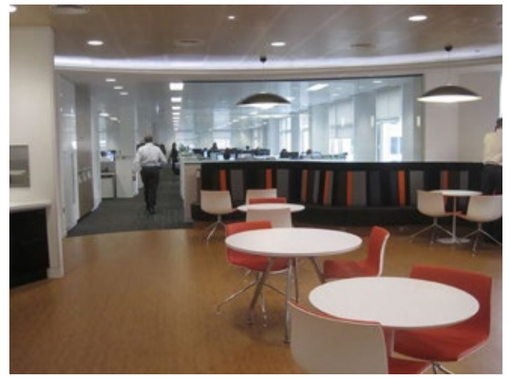
The old presentation suite.



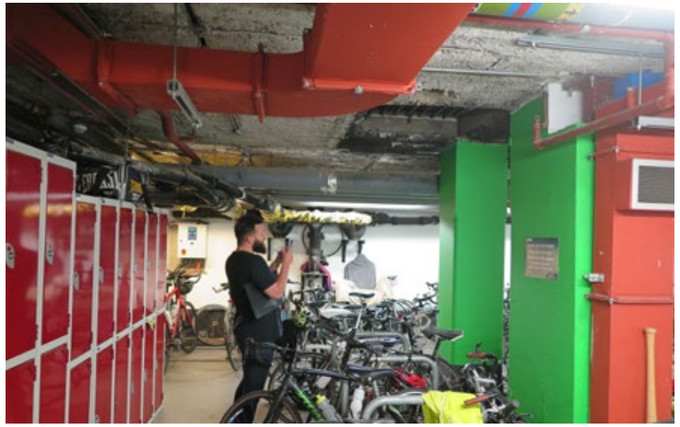


The old café and C-Bar.

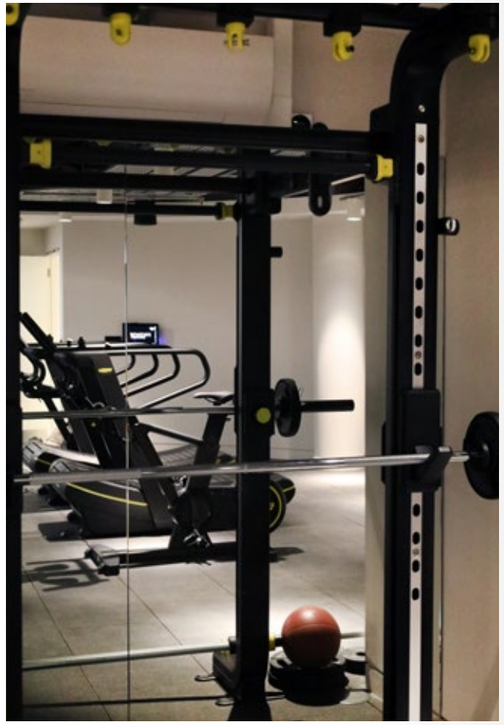


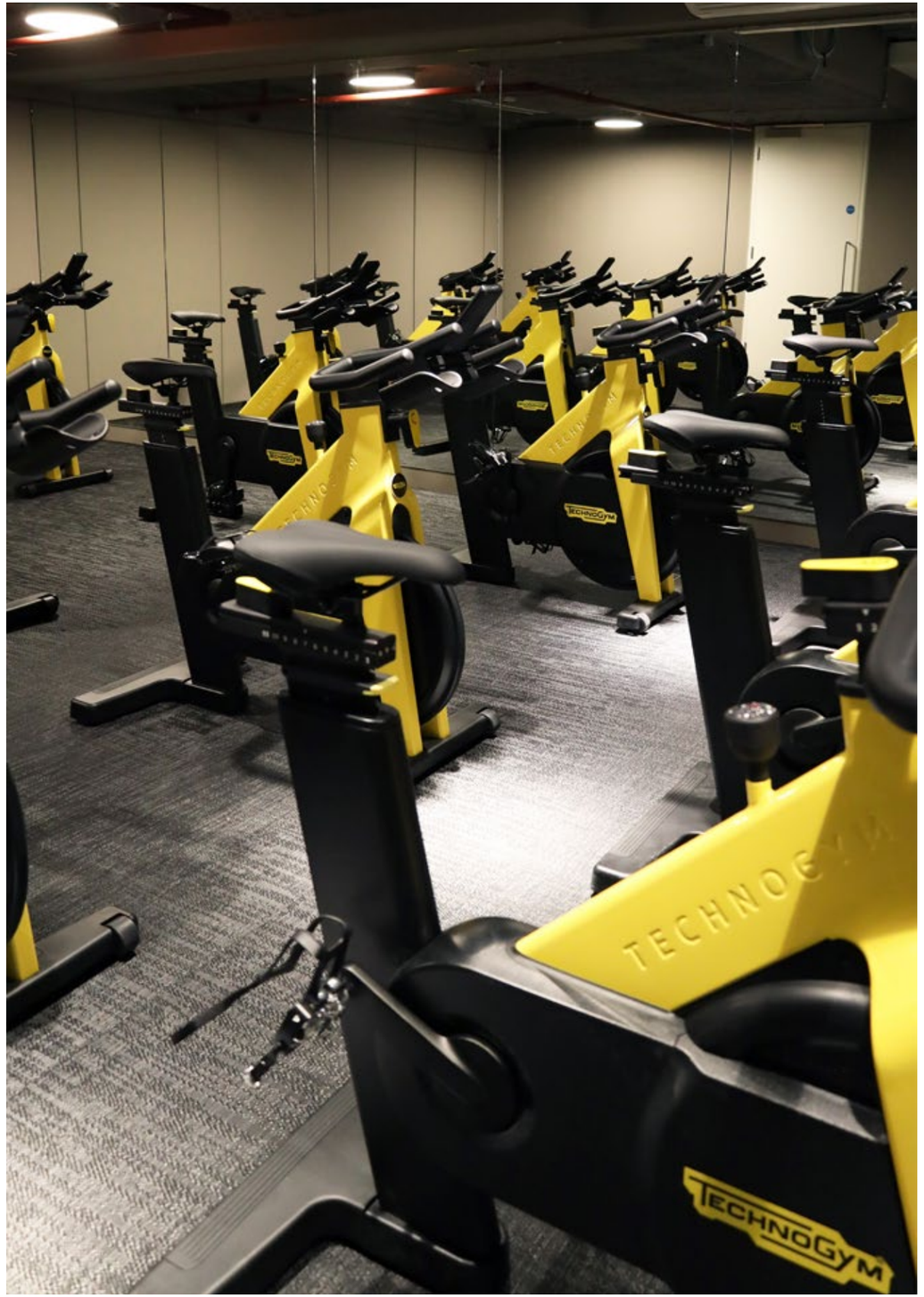


The old central hub on working floors.



The original basement bike facilities.





The original lockers in the old car park.


HENRIETTA
PLACE W1
CITY OF WESTMINSTER

ACKNOWLEDGEMENTS & COLLABORATORS

Consultants
Principal Designer: MoreySmith
Architect and Interior Designer: MoreySmith
Project Manager: CBRE
Quantity Surveyor: CBRE
Structural Engineer: The Morton Partnership
M&E Consultant: Troup Bywaters + Anders

Main contractor
Faithdean Plc

Copywriter
Higginson Strategy

Graphic design
Oona at Them, and Dani at MoreySmith

Key client team contributors
Adam Hetherington of CBRE,
CBRE Executive Sponsor
Andy Monighan of CBRE
Matt Wilderspin of CBRE
Melvyn Hale of Lazari

Photography
Fiona Smallshaw
Hufton + Crow
Philip Durrant

MoreySmith

Copyright
© MoreySmith 2022. All rights reserved. No part of this publication may be reproduced in any form or by any means without the prior permission of MoreySmith.

