



c2:concepts
Case Study: Heineken, London

Completed 2011

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Heineken

Heineken Sales and Marketing HQ



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Location: Great Titchfield Street, London

Project Size: 14,500 sq ft

Procurement: Traditional

Status: Built (2011)

Team members: Designer: c2:, PM, QS: Faithful + Gould, M&E: SGP

Property & Facilities Management, Contractor: Skansen

In advance of the London 2012 Olympics, Heineken decided to bring together all of its sales & marketing teams from separate southern offices into one central London site. c2:'s brief was to provide a flexible working facility with state of the art presentation and meeting rooms. The headquarters occupy two floors within an existing building located near to Oxford Street in the heart of London's west end. Our design included a new internal feature stair case to connect the main reception and bar space with the upper workspace. Working with Heineken's staff, we developed the design brief to include reclaimed materials used in the brewing process, such as polished copper and aged oak, and heavy emphasis was placed on the use of Heineken brands within the design through the use of wall graphics, glass and lighting.

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Drop us a line or call in and see us.
We'd love to talk about potential projects.

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