

SEI PRESS RELEASE

Open minds and open workspaces: trusted financial services company SEI (NASDAQ: SEIC) is letting us into their highly anticipated new UK HQ in London, solely designed by global workspace design disrupters PENSON.

Located in a major new creative workspace The Alphabeta Building in Finsbury Square, and nestled amongst 10 other offices, this new HQ definitely stands out from the crowd. PENSON made sure to deliver a world-class design experience and exciting interchange between creativity, connectivity and commerce.

Spread over three floors this 6320 sq. m office speaks a consistent visual language inspired by the purity, slickness and edginess of London's art galleries. Natural materials such as upcycled timber juxtapose bold red steel and colourful walls creating a powerful first impression. The office is divided into individual hubs with meeting rooms, chill-out zones, kitchenettes and pods providing a healthy balance between open and private spaces.

The new SEI UK base is an environment where socialisation, progression, modern adaptability and the appreciation of art come together. The new HQ is set to house part of the West Collection, an international, emerging-contemporary art collection owned by Alfred P. West, Jr., Chairman and CEO of SEI, and curated by his daughter, Paige West. The works include sculpture, installations drawing, painting, and photography, many of which reflect an environmental statement or concern about our world. The idea was to display pieces that push boundaries, inspire conversation and spark innovation.

The arrival experience at SEI is very unique. The reception area is defined by a bespoke steel staircase and sculptural front-desk both designed by PENSON. It also features a spaceship-looking sculpture, by Brooklyn-based artist Jason Rogenes, who experiments with the lightweight material of polystyrene and produces futuristic electrical towers lit from within, casting a ghostly glow up and down the piece.

PENSON strongly believes that while people may have their differences, the one thing that unites us all is a love for outdoor terraces. To give people an opportunity to escape the hustle and bustle of the office, PENSON has designed an impressive 8th-floor terrace overlooking Finsbury Square, which oozes monumental luxury and typically British grace.

PENSON has tackled an ambitious brief: SEI is a company that rewards experimentation and challenging the status quo. They needed a space to reflect their ethos and provide a perfect backdrop for an eclectic collection of art. PENSON's answer was a punchy, flexible, efficient and well-organised space that portrays SEI's confidence, creative spirit and continuous effort to be one step ahead.

SUPPLIER LIST

FURNITURE: Reception desk & storage, meeting room tables with resin coating - bespoke PENSON design created by ADS joinery, the rest supplied by Day 2

LIGHTING: TBC

SIGNAGE: Metamark

FLOORING: Rephouse, Hargreaves (reclaimed), Gerfloor, Tretford, Chroma,

CONTRACTOR: TBC

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ABOUT PENSON

PENSON are the global disrupters of design. The game-changing beautiful, intelligent architecture and interiors we invent help the world's most visionary brands and individuals realise their commercial, cultural and personal ambitions. Our leading global studios have brought the world's biggest brands to our door, including AccorHotels – who put us on a list of the world's best 20 global designers – not to mention Lotte, Jaguar Land Rover, PlayStation, Google and Youtube too. We act as a trusted advisor to these innovative brands by shaping future culture and experience programs across portfolios and spaces.

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