

PENSON DELIVERS INTERIM OFFICES FOR THE HUT GROUP

London, 2019

SIZE: Ingenuity Media City: 17,000 sq. ft. | 4M: 43,400 sq. ft. | Voyager: 39,260 sq. ft.

COMPLETION: Autumn 2018

International design and architecture studio PENSON are delivering The Hut Group's landmark 1 Million sq. ft. campus for 2025. Ahead of the development, The Hut Group needed space to cater for their rapid growth, so PENSON came to the rescue with interim offices to supply THG's (The Hut Group's) fast-track expansion.

PENSON has delivered two high-performing offices for The Hut Group at Airport City Manchester to aid headcount issues for the interim period, with a further office remaining a permanent fixture for THG's future presence at Media City, Manchester.

All three sites house integral THG teams, including Ingenuity programmers based at Manchester's Media City site, as well as creative and brand teams in 4M and Voyager, based at Airport City Manchester.

The sites presented huge opportunity for PENSON to make even THG's interim offices the most enticing places to work. PENSON has labelled the interim 4M and Voyager offices *Momentum spaces* – workspaces that are tied into a new breed of PENSON-designed space to cater for THG's rapid growth. They are cool, airy, spacious and were quickly delivered to perform for THG's future.

THG INGENUITY MEDIA CITY

Ingenuity Media City is now THG's hyper-connected tech space that breeds the best new talent and communicates collaborative energy to the generation of tomorrow.

Ingenuity is home to THG's world-class programmers behind the hugely influential THG Ingenuity platform, which powers THG's global digital e-commerce. This office-cum-tech lab fosters the innovation of THG's people and their digital innovations in a slick and futuristic environment.

Speaking of future, PENSON named the collaboration room with the big white sofa *The Vision*, seeing as THG students will all graduate through here. These graduates are enjoying a variety of options to work from, as well as having more flexibility in their working day. Circular desks and break out areas are keeping people talking and collaborating.

PENSON have added special elements including bespoke joinery and integrated tech equipment. The specially designed 'remote programming labs' not only look super cool but can be wheeled anywhere. They're

transforming the teams' means of testing tech. A 'tickertape' reel suspended over the deli bar means people can catch up on the headlines while grabbing a coffee.

THG Media City has all the usual elements of a tech-centred workplace design strategy, but the palette is kept softer with mood-changing light boxes in order to ease stress on the programmer's eyes. The *Apartment* and *Lounge* on the south-west of the space offers pure comfort and more options to work away from desks. Basking in natural light, this side of the office looks out over the river and Old Trafford beyond.

4M & VOYAGER MOMENTUM SPACES

Based at Airport City Manchester, PENSON delivered 4M and Voyager workspaces as the most flexible and reconfigurable design for THG's Creative and Brand teams.

Merging studios, lounges, open kitchens, beauty rooms and workstations in one space supports THG's continued innovation, as well as the creative teams. PENSON's workplace strategy was pivotal in elevating THG's product launches and retaining a constant link between THG people, the products and the influencers they work with. Additional space was created so that product launches can occur naturally in the space without THG needing to further accommodate or move furniture around.

Taking inspiration from THG's premium beauty products, the interior design is simple, with a pared-back, effortlessly clean and sleek look. The brightly lit spaces are injected with matte black and grey peppered surfaces, as well as lots of softer elements. Pink pouffes, plenty of cream high-backed sofas and movable light grey sheer curtains make the space an open, collaborative and flexible environment whilst also retaining an exclusive 'powder room' feel.

THG people said:

'Our new The Hut Group Tech Office in Media City is mega. Remember getting your first iPod and thinking this thing is beautiful? It's just like that.'

SUPPLIER LIST

FURNITURE: 4M & VOYAGER Knoll, Saba Italia, Sancal, MARK Product, Magis, Vondom, REW, HAY, Petite Friture, Inclass, Northern, New Design Furniture Group, Icons of Denmark, Lintez, Lamhults, Claremont, Task, Extremis, Euro Workspace.

INGENUITY MEDIA CITY Liqui Contracts, Established & Sons, Normann Copenhagen, Moroso, Deadgood, Modus, Andreu World, Tom Dixon, Humanscale.

SIGNAGE: Castleton Signs

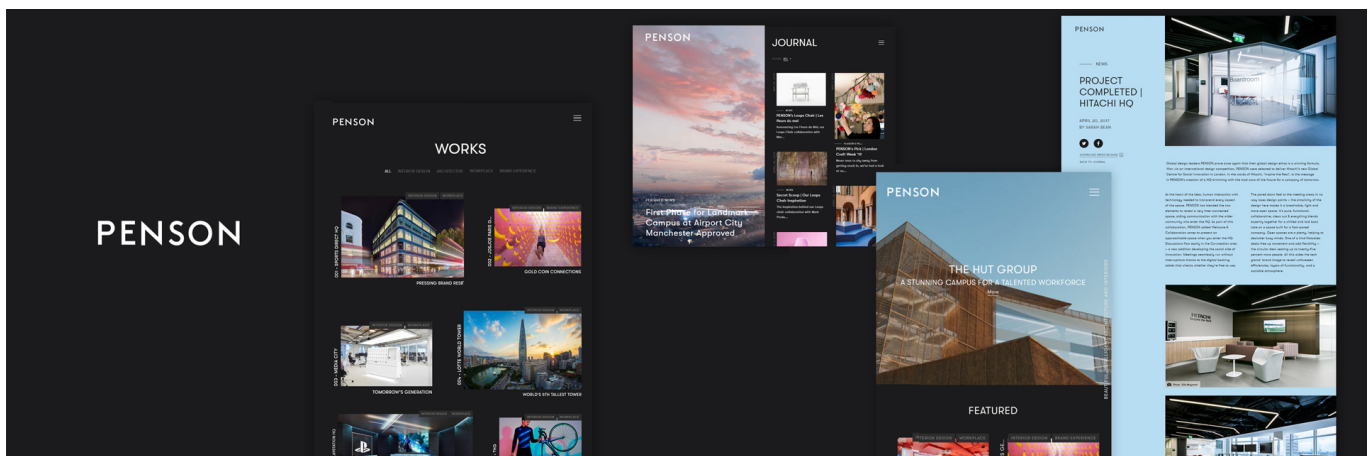
FLOORING: Chroma, Forbo Flooring, Topcret

CONTRACTOR: ADT Workplace

ENDS

PENSON are global disrupters in Architecture and Interior experiences. The game-changing beautiful, intelligent designs 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 worlds' top 20 global designers – not to mention Lotte, Jaguar Land Rover, Sony PlayStation, Google and YouTube. We've created hot new brands, becoming an 'Experience Design' studio in the process. We act as a trusted advisor to innovative brands by shaping future culture and experience programs across portfolios and spaces. We simply believe life is too short to waste in dull and inefficient spaces.

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For more information, please contact:

press@penson.co

+44 (0)207 403 8047