

PENSON ARE EXECUTIVE ARCHITECT & DESIGNER OF LANDMARK CAMPUS FOR ONLINE BEAUTY & WELLNESS RETAILER THE HUT GROUP

PRESS RELEASE

London, September 2018

SIZE: 1m sq. ft.

COMPLETION: 2022

- *PENSON are Creative Executive Architect, Workplace Culture Strategist, Landscape Architect and Interior Designer for largest 1m sq. ft. workplace campus in the North West, UK*
- *The major new campus, located at Airport City Manchester, will support 10,000 jobs over a 16.8-acre site*

Global Architecture and Interior Design studio PENSON announce biggest ever new workplace campus in the North West of the UK for one of the world's largest online beauty and wellness businesses, [The Hut Group](#). The new campus will develop 1m sq. ft. of workspaces in the Airport City Manchester area. With record-breaking growth, the new move for The Hut Group invests over \$1bn in the region over the next three years and will support 10,000 jobs.

PENSON are appointed as Creative Executive Architect, Workplace Culture Strategist, Landscape Architect and Interior Designer to work in collaboration with THG. A planning application has now been submitted, with construction scheduled to begin in early 2019 over four phases.

Mastering world class workplace experience since their founding in 2004, PENSON are creating a new breed of space to cater for THG's rapid growth. This scheme cements PENSON's ability to deliver future-proofed spaces for the global businesses of the world's largest brands.

With a diverse portfolio of health-oriented brands and 70% of group sales coming from overseas, THG needed a vibrant, flexible, enticing workplace to inspire and empower. The site, named THQ, was envisioned by PENSON and THG to bring a vibrant culture and buzzing energetic social scene straight to the heart of the North West. With its monumental 16.8-acre site, THQ will further pioneer THG as the coolest and most energetic of work environments.

PENSON have proposed a scheme that drives functionality, flexibility and successful outcomes through effective and clever reductive design. A super sleek architectural structure and organically inspired mesh façade celebrate the unique, future-visioning and innovative nature of the brand. The whole scheme considers environmental factors and encourages THG people to live sustainably and to get outside in the surrounding gardens and nature.

PENSON

The campus will bring THG people together through immersive brand experiences like events, launches, health delis, influencer workshops and state of the art gyms. Visual interaction and integrated tech on all levels of THQ will enhance the everyday 9-5 and connect THG to the worldwide business community.

PENSON have already supported THG in their emerging presence at Airport City Manchester with Voyager and 4M workspace buildings earlier this year. Manchester Airport's international momentum and THG's connections to Manchester were key to THG's decision to invest in the design and development of their new home in the Airport City Manchester area.

Lee Penson, CEO commented "Our team has created a real game-changer that smashes the entire ethos of today's work environment. THG's culture celebrates original thinkers, tech pioneers and skilled talents. With the scope to accommodate 10,000 inventive souls, THQ will set a new benchmark as one of the world's most notably enticing destinations to drive business, great lives and ambitious outcomes. I'm super PROUD!"

ENDS

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 worlds' top 20 global designers – not to mention Lotte, Jaguar Land Rover, Sony PlayStation, Google and YouTube. We act as a trusted advisor to these 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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