

# BBC Media Centre Euston Square

## THE BRIEF

This project is the result of a BBC Research & Development & UCL strategic partnership to drive innovation and collaboration on a wide programme of R&D activity. Building on the BBC's history of partnerships, the venture has created a joint space where some of the brightest minds in the UK can come together to discuss and tackle the challenges for digital media and the creative industry at large.

1 Euston Square sees 80 researchers from BBC R&D and UCL co-located in a new, permanent home that will act as a gateway for participation with other universities and organisations. JPA were successful in supplying the furniture for the venue and delighted to help create an environment where creativity can thrive.



CASE STUDY



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### THE SOLUTION

In creating effective collaborative spaces for industry and university to maximise research, share knowledge and influence emerging new systems and standards. We furnished a variety of different spaces designed to cultivate an environment that supports creative thinking, with optimal temperature, lighting and noise levels.

A soft but playful colour palette was used to fashion an uplifting and inspiring environment to enable creativity, innovation and success. Acoustic and visual privacy needs were taken into account balancing the need for interaction

and collaboration as well as easy access to power. JPA delivered a variety and diversity of spaces that contributed to a successful work environment to foster creativity.

### IMPLEMENTATION

Co-ordination of the supply chain ensured that installation was completed to pre-agreed timescales and schedules, allowing the Clients to occupy and begin work to planned launch dates. JPA liaised with the builders, architects and Clients in the project management of this work, ensuring compliance in all areas along the way.



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