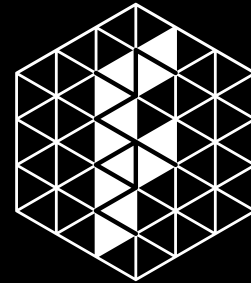


blast:



FORBURY PLACE

CASE STUDY

Forbury Place

Forbury Place is the pre-eminent business destination in the South East - the largest and most prestigious development in the region. Our brand identity reflects the distinctive architectural feature of the two buildings - the diagonal structural 'diagrid'.

The architects vision for the development is based on creating facades for the buildings which appears different when viewed from all directions. Our marketing concept 'however you view it' communicates this vision along with the business and lifestyle benefits. The scheme was launched with a screening of two films at the Soho Hotel and the launch of a hardback book and website.

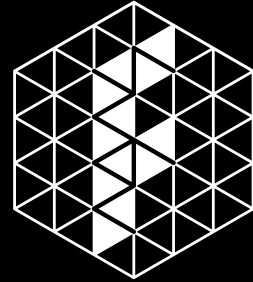
"Blast were briefed to create a campaign for Forbury Place which could compete with schemes in London. They have achieved this through intelligent design of the highest quality"

AARON POPE
ASSOCIATE DIRECTOR, M&G REAL ESTATE

"It is very clear from the great design concepts delivered, through to the quality of the materials produced that we made the right decision in appointing Blast"

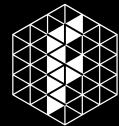
LUKE HACKING
DIRECTOR, CBRE

blast:

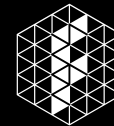


GOOD FOR BUSINESS

HOWEVER YOU VIEW IT

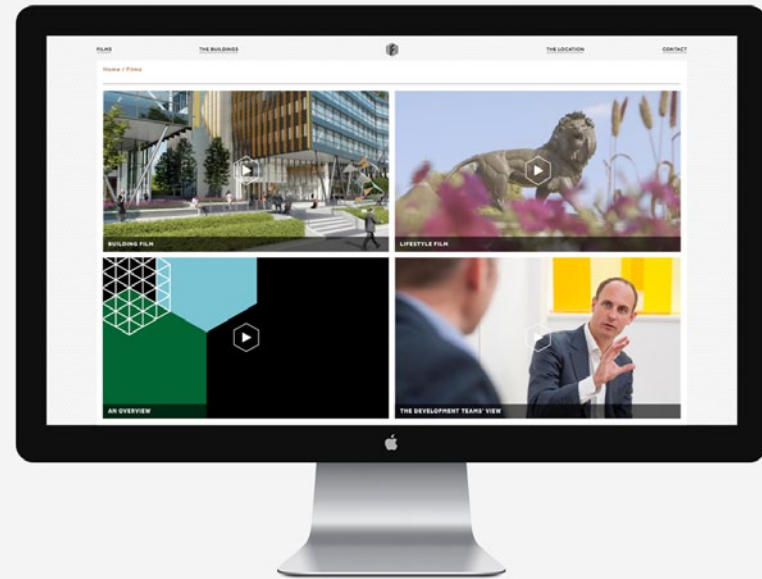
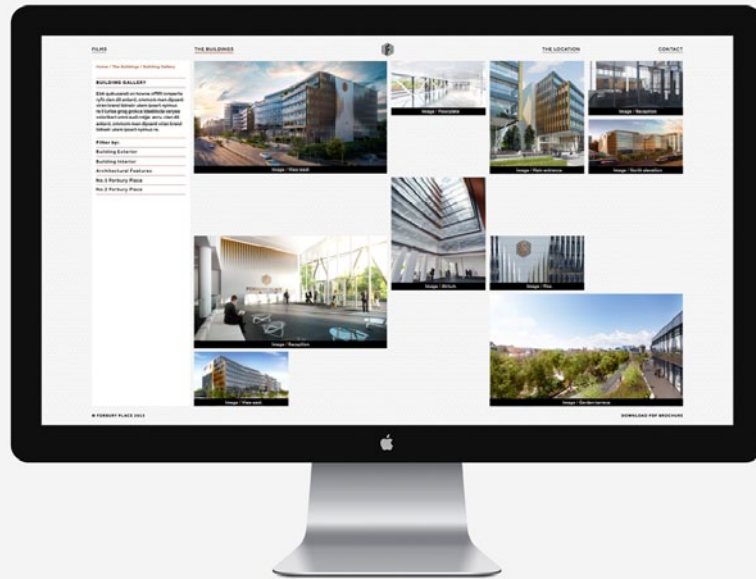
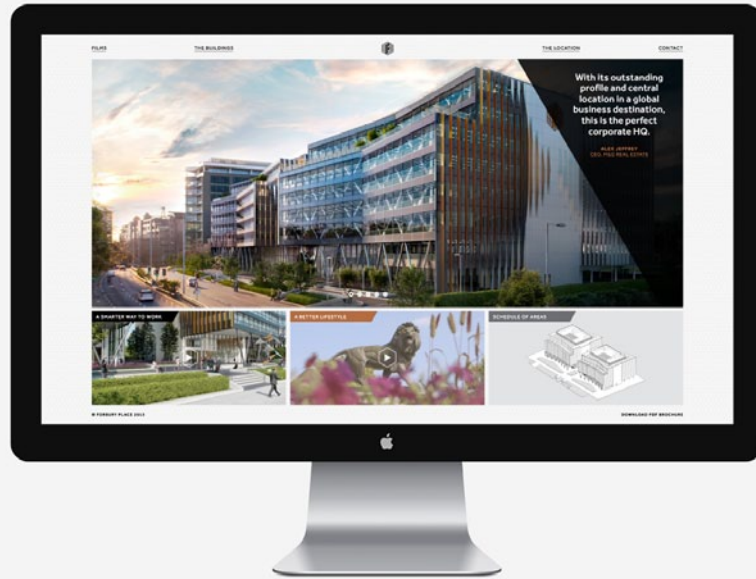


SMARTER FOR WORKING



BETTER FOR LIVING





blast:



CASE STUDY

Velocity Brooklands

Naming and brand identity for 'Velocity', a new 100,000 sqft development on the site of Brooklands racetrack in Surrey. The logo is designed to reference classic British car and aviation insignia.

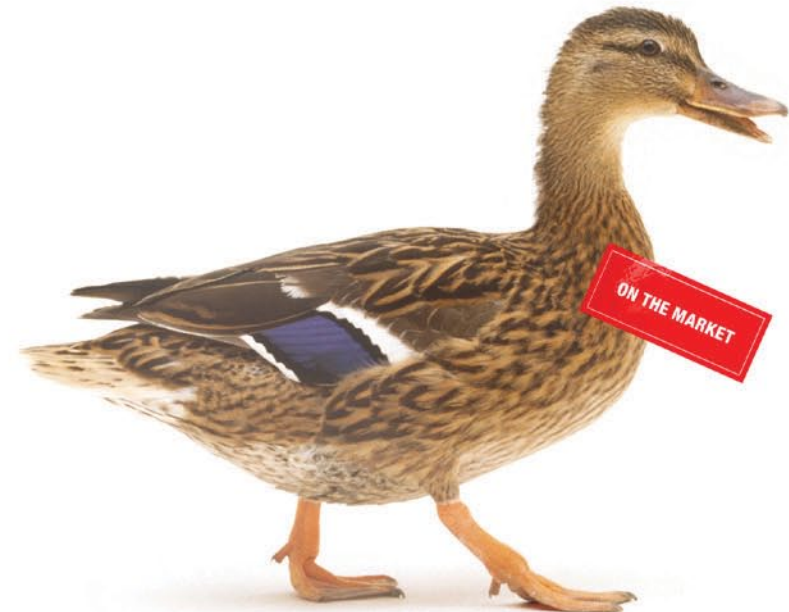
The concept builds on the 'Spirit of Brooklands' inspiration, with imagery evocative of the golden age of British engineering. The campaign draws similarities between the pioneering spirit of Brooklands and the development's unique qualities and advantages.

The work Blast have produced for Velocity is stunning, completely different to anything else in the market. The campaign genuinely sets Velocity apart from the competition and really communicates the development's ground breaking, high quality design.

EDWARD SMITH
PARTNER, STRUTT & PARKER LLP







CASE STUDY

Market House

Brief

Create a name, brand identity and marketing campaign for a speculative 74,000 sq ft Grade A office development in central Maidenhead. Communicate the key benefits of the development including its large floorplates and town centre location.

Solution

The naming, marketing concept and campaign for this new office development were inspired by the central location – Market Street – and the vernacular of letting board signs. All marketing materials communicate the benefits of the prime town centre location through a series of 'On the Market' stickers – applied (by hand) throughout the brochure to fresh, unusual imagery and witty headline copy, the same effect was achieved on the website through the animation of the sticker application. The resulting campaign is original and engaging, successfully differentiating the development from the competition.

Results

65% let to Adobe on practical completion. Market House was the 2nd largest letting for the Thames Valley and also achieved the highest rent for the region in 2011.

Clients

Strutt & Parker, Savills and Lambert Smith Hampton
Shepherd Developments, Durngate Property Group

Success and happiness.

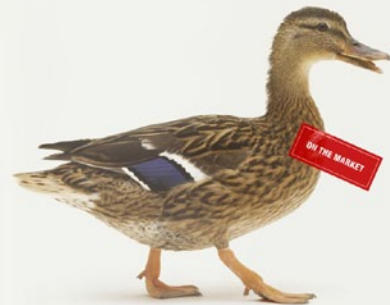
ON THE MARKET

Market Street
MADISON

ON THE MARKET

Kudos.

Credentialed
The Thomas Group is an international leader in residential interiors, interior architecture and professional services. We're proud to have worked with clients like:
Porsche, 3M, Nike, Adidas, Under Armour, Google, Starbucks, Apple, LG, FedEx, Regeneron and many more. Join our 4 organizations.

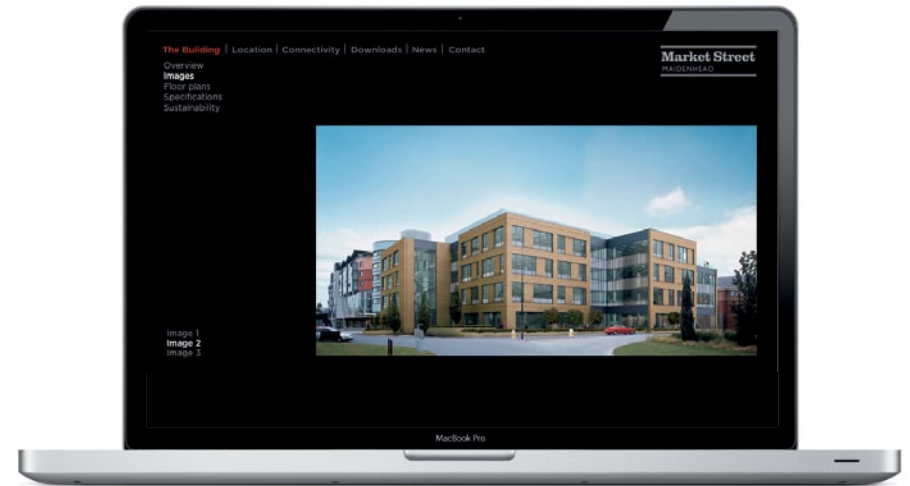
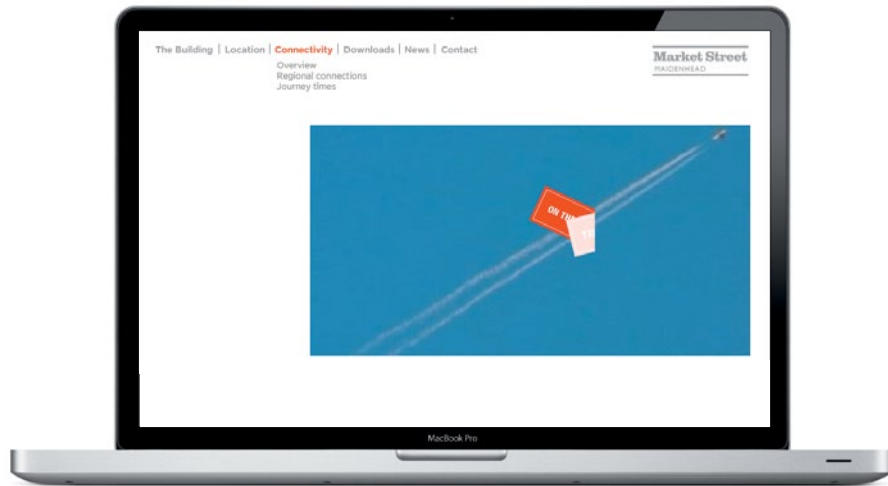
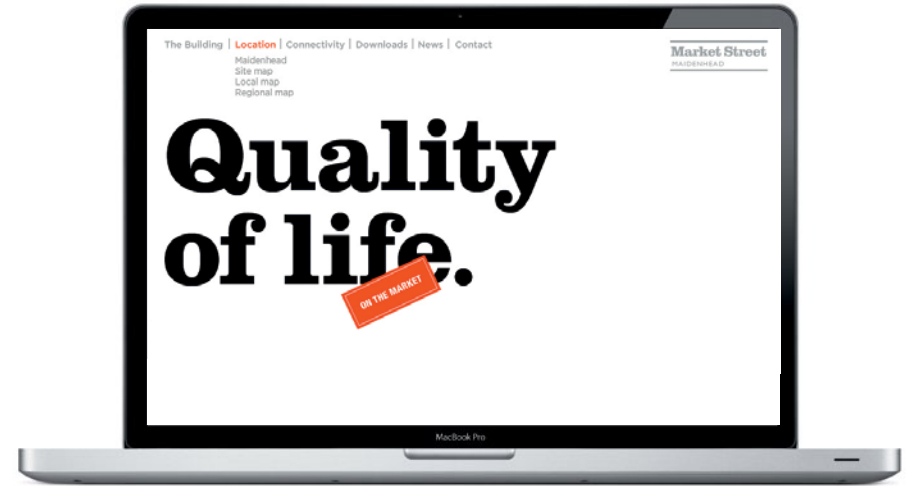
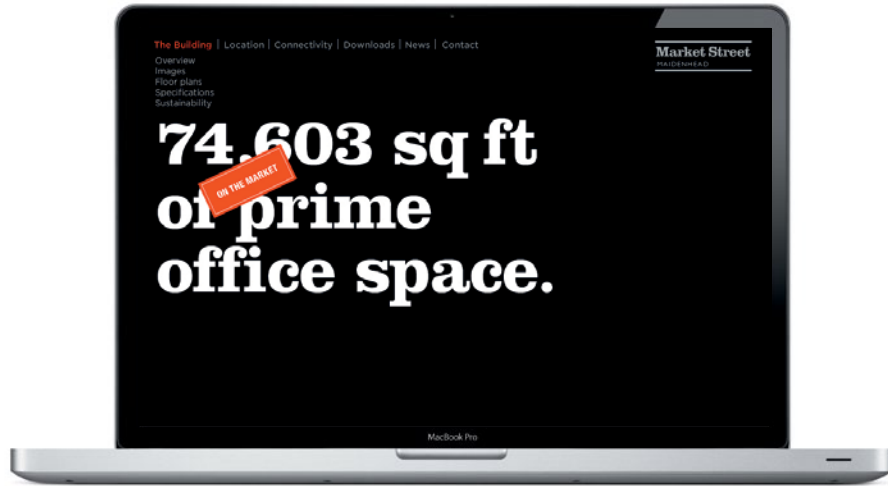


Ubiquitous
With 300,000+ Thomas Group projects right on its doorstep, Madison is an attractive destination for commercial employees. Plenty of fresh air and scenic views make this an ideal location for family life.

The Building

74,603 sq ft.

Description
Grade 6 accommodation arranged over ground and three upper floors
Dramatic reception lobby with access from a newly created piazza
Large floor plates rarely available in a town centre location
2 levels of secure basement parking providing 162 spaces
Building designed to achieve a "Very good" BREEM rating and an Energy Performance Certificate of B
Cooling and heating by VAV system insulated with ceiling voids
Fully accessible recessed metal ceiling tiles incorporating LED constant lighting
Fully accessible raised floors (150mm void)
Male, female & disabled toilets and showers on each floor





CASE STUDY

Form

Brief

Having been built for NTL, this development was never previously occupied and remained empty for 8 years. The brief was to create a new name, brand identity and marketing campaign that could change perceptions of the 120,000 sq ft prime office space.

Solution

The brand and campaign were inspired by the striking modernist architecture of the building. The idea of 'form following function' was carried through into the naming of the building and used to communicate the benefits and potential of the property (form: partnerships, form: the future, form: an opinion). A visual identity was created for the building using bold sans serif typography, the use of colours, materials and print techniques which reference the

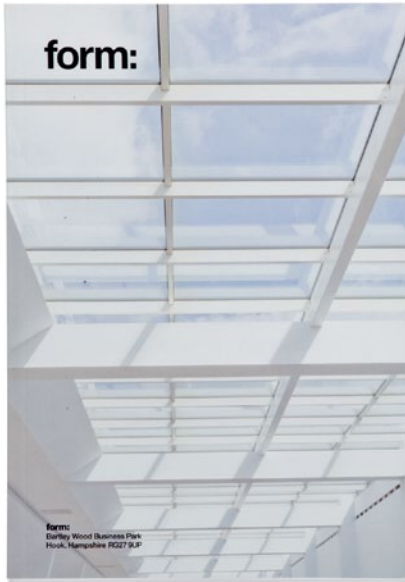
modernist design and finishes of the building, with an emphasis on white space to reflect the large open areas which are a feature of the property .

Results

Following the renaming, new brand identity and marketing campaign, Form is now 88% let and home to such prestigious occupiers as Serco, Alphabet, Lenevo, First Drinks, EDS and Virgin Media.

Clients

Strutt & Parker and CBRE, CIT



location

Surrounded by beautiful rolling countryside, Hook lies in the heart of Hampshire's Blackwater Valley, one of the UK's most sought after business and headquarters locations. Superbly well connected, the town is within a 100 mile drive of the M3, and is also served by regular rail to London.

Burley Wood Business Park
 Located at Hook's edge, Burley Wood Business Park is less than a mile from junction 10 of the M3, and is only a short walk from 'The Square' town square and main shopping area - which includes a Sainsbury's. Several high profile companies already occupy the business park, including High Modis, BMS Financial Services, QIS and Sainsbury's.

Locality
 There is an excellent range of sporting opportunities within one mile of Burley Wood from tennis to football, and a selection of excellent shops in Hook for every possible requirement. High street shopping is available in Basingstoke, and regular bus services are used in Hook's surrounding villages too.

The area offers a great choice of schools, with independent, state and free schools to suit all tastes. It offers high speed, fibre optic and 4G mobile coverage, and is also served by excellent public and private bus services.

Hampshire provides a superb setting for a wide range of leisure opportunities. The golf courses are 5-10 miles, and 18 holes, as well as many other leisure facilities and golf courses. The park also offers a range of leisure facilities, including a swimming pool, and a range of other leisure facilities, including a swimming pool, and a range of other leisure facilities.

connectivity

Hook is superbly well-connected with London and other strategically important locations, via the M3 and extensive rail services. Hook is also within easy driving distance of three airports.

Road
 Burley Wood Business Park is just 10 minutes from Junction 10 of the M3 motorway - one of the best connected locations on the M3. The motorway gives access to London, Heathrow and the M25 to the east, with Southampton, Basingstoke and Portsmouth to the south-west.

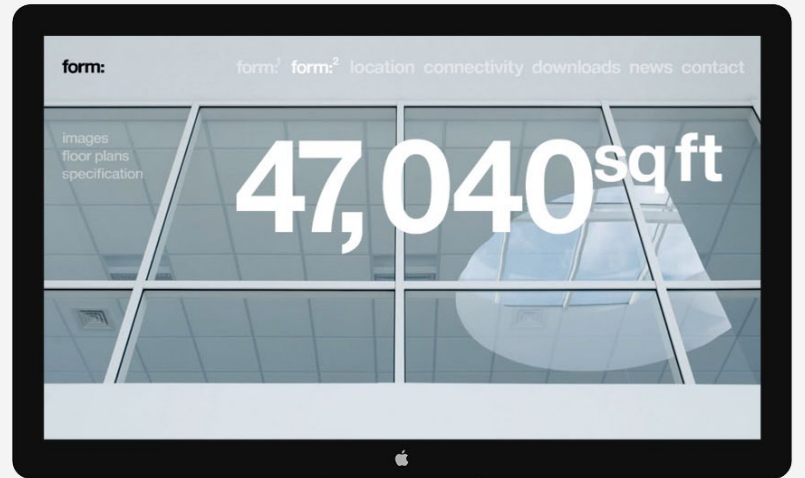
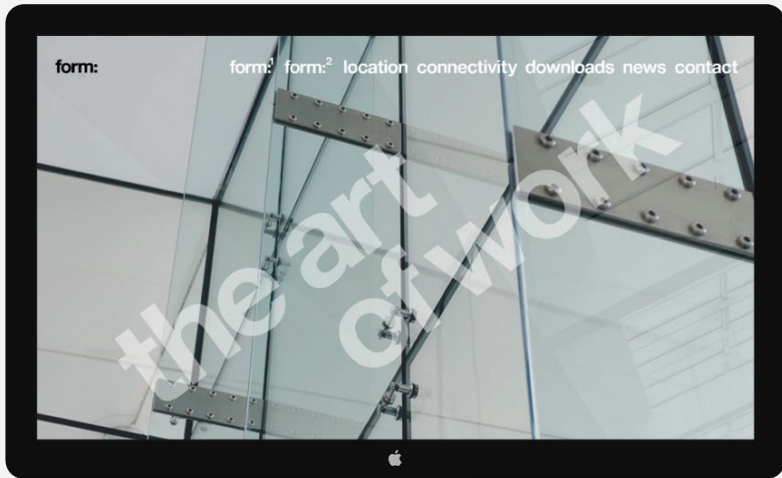
Rail
 Hook benefits from excellent connectivity to the railway station just a short walk from Burley Wood Business Park and provides a direct service to London Basingstoke. There is also a regular service to London via the M3.

Air
 Three airports are within easy reach of Hook, including Gatwick, London Heathrow and London Luton. The nearest to Hook is Gatwick, which is 10 miles away. London Heathrow is 20 miles away and London Luton is 25 miles away. All three airports offer a range of services, including direct flights to major cities.

Mode	Destination	Distance
Road Journeys	Central London	77 miles
	Southampton	10.5 miles
	Basingstoke	10.5 miles
	Heathrow Airport	32 miles
Rail Journeys	Central London	33 miles
	Southampton	48 miles
	Southampton Parkway Station	39 miles
	Basingstoke	14 miles

Source: Air, Auto, Public Planning

form:1





CASE STUDY

Maidenhead Office Park

Brief

Create a new brand identity for Maidenhead Office Park and a marketing campaign for two of its vacant buildings. A speculative refurbishment in a challenging environment.

Solution

A new brand identity and marketing campaign for Maidenhead Office Park. The mature landscaped park is set within the Berkshire countryside, so the campaign focuses on aspirational natural metaphors to deliver key messages. As well as developing the new identity, we have so far applied the brand to park signage, cafe and shuttle bus. For the marketing campaign we have created the pre-let brochure, website, letting boards and architectural branding.

Results

Building 1 let four months prior to completion, and Building 2 let three months post completion. Both buildings let with ten year unbroken leases to large multinationals. The lettings are the 3rd and 4th largest for the Thames Valley region for 2012.

*"A really fresh and professional campaign.
Many thanks for all the hard work and great ideas".*

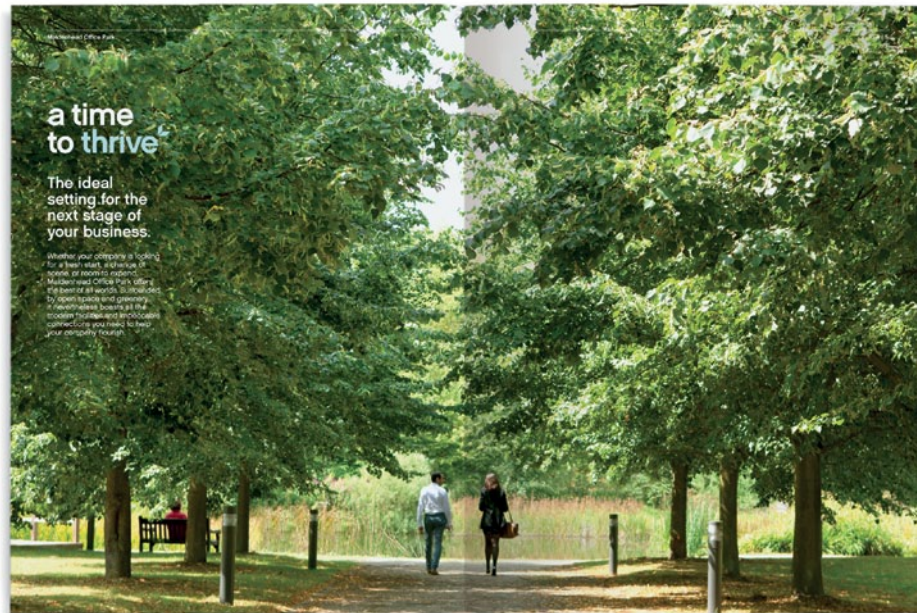
MATTHEW LITTLER SENIOR ASSET MANAGER
AXA REAL ESTATE INVESTMENT MANAGERS UK LTD

Clients

Strutt & Parker and Lambert Smith Hampton
AXA Real Estate Investment Managers UK Ltd



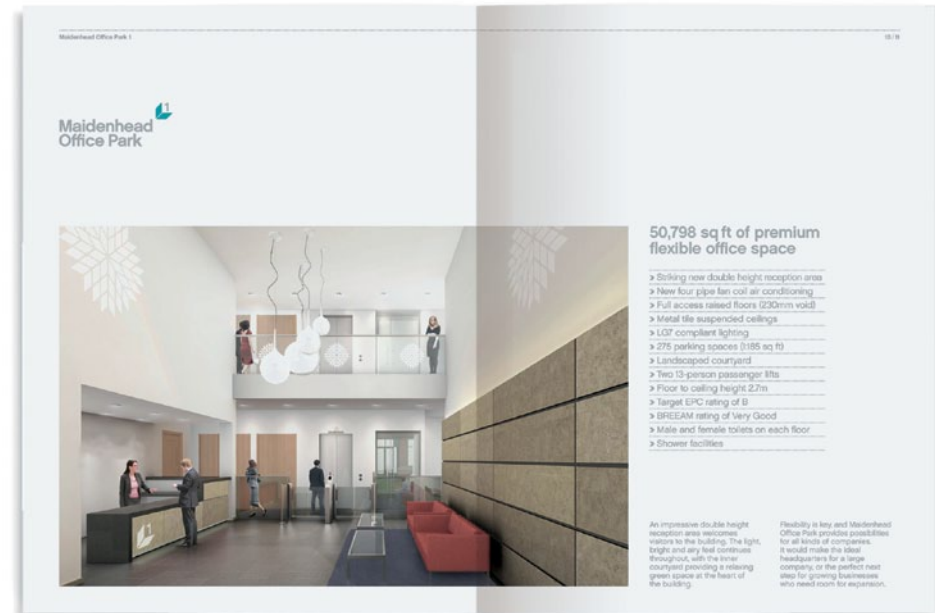
Maidenhead Office Park
Waterscot Way
Maidenhead SL6 3QH



a time to thrive

The ideal setting for the next stage of your business.

Whether your company is looking for a fresh start, a change of scene, or a new address, Maidenhead Office Park offers a range of options, surrounded by open parks and greenery. It's the ideal setting for the next stage of your business. Contact us today to find out more.



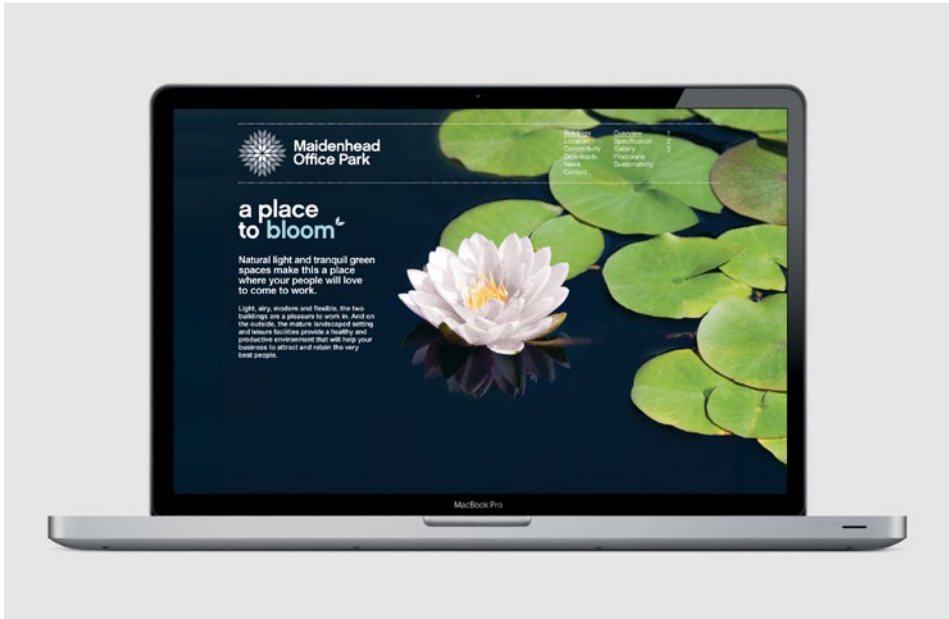
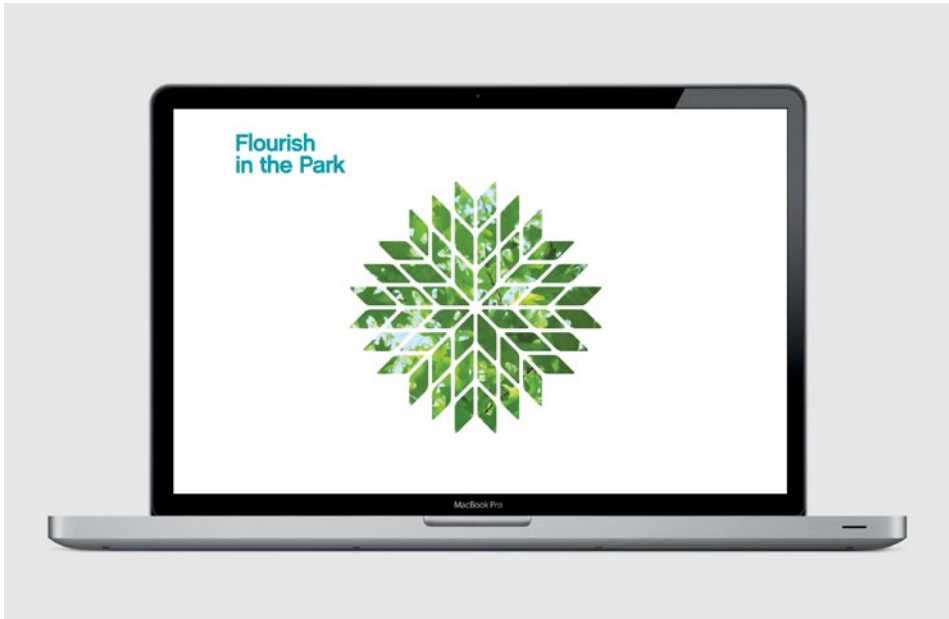
Maidenhead Office Park

50,798 sq ft of premium flexible office space

- > Sixling new double height reception area
- > New four pipe fan coil air conditioning
- > Full access railed floors (230mm void)
- > Metal tile suspended ceilings
- > LQ7 compliant lighting
- > 275 parking spaces (195 sq ft)
- > Landscaped courtyard
- > Two 13-person passenger lifts
- > Floor to ceiling height 2.7m
- > Target EPC rating of B
- > BREEM rating of Very Good
- > Male and female toilets on each floor
- > Shower facilities

An impressive double height reception area welcomes visitors to the building. The light, bright and airy feel continues throughout, with the inner courtyard providing a relaxing green space at the heart of the building.

Flexibility is key and Maidenhead Office Park provides possibilities for all kinds of companies. It would make the ideal headquarters for a large company, or the perfect nest site for growing businesses who need room for expansion.







CASE STUDY

Strata

Brief

Create new name, brand identity and marketing communications for 'Strata', a landmark commercial property development in Staines upon Thames.

Solution

Our inspiration for the naming came from the layered design of the building created by ESA Architects. A strong identity for the scheme was developed using colour and a three tiered concept which reflects the three floors of the building. This central concept is used throughout the marketing materials to communicate the three key sales messages for the scheme, 'Unique, Design, Advantage'.

All marketing materials were created to reflect the sophisticated design and high quality specification of the building. The campaign was launched with a limited edition box which featured layers of information printed, embossed, foil blocked and laser etched into different materials.

Clients

LaSalle Investment management
Bell Hammer
Knight Frank
Montagu Evans



Welcome to a higher level

1.0 Unique
2.0 Design
3.0 Advantage

LaSalle Investment Management and
Bepi Karamer are delighted to invite
you to a breakfast presentation for
Strata Staines

When
Thursday 12th July, 8:00am

Where
Knight Frank, 55 Baker Street
London W1J 8AA

RSVP
Cristina Iacovara@knightfrank.com

www.stratastaines.com

strata



strata

strata

strata

stratastaines.com



