



INNOCENT AT PORTOBELLO DOCK



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- A) Meeting rooms overlooking Innocent's chill out area.
- B) Shelving in stairwell on Floor 5.
- C) Oak meeting room.
- D) Part of the chill out area.
- E) 'Fruit Towers', part of the Portobello Dock development.
- F) Following page – The Family Kitchen.

The Dock is a very characterful development, and has duly attracted characterful tenants. For instance, Innocent's big, handsome communal desks for the 200 Innocent people were designed by designer-retailer Tom Dixon, a neighbour in the canal side Portobello Dock campus, who has his restaurant and showroom in listed wharf buildings alongside, and lives in a converted water tower overlooking the campus.

Innocent is a strong, market-leading brand with an annual turnover in excess of £100 million and a distinct company ethos. Expanding rapidly, it needed to relocate from its previous West London base on an industrial estate. Portobello Dock's all-new Canal Building fitted the bill – not least because of the location, says the company's John Durham, who masterminded the move over just one weekend in Easter 2011.

As we sit in the building's double-height chill-out zone (so much more than a staff canteen) sipping our smoothies, boats putter past on the Grand Union canal. The 'dock' of the name is still here, a short inlet running into the development, originally a transhipment point for Victorian rubbish. A pedestrian yard and ramp paved in granite setts, dotted with Julian Opie standing paintings on glass, completes the picture.

They call it 'Fruit Towers'. Inside, you'll find Astroturf floors, beanbags, table tennis, a proper red phone box, delicious organic food and of course – just inside the entrance – a fridgeful of their famous smoothies. This is the headquarters of Innocent Drinks at Derwent London's Portobello Dock.

'It was great working with Derwent as it allowed us to take a creative approach.'

"We want to create a business we can be proud of and to become a global, natural, ethical drinks company. To make this happen, we need to attract a diverse and brilliant set of people and create the best possible environment in which they can thrive. Our old building allowed us to have a strong sense of community as we were in one big space," says Durham. "Our new space is over six floors so it was great working with Derwent as it allowed us to take a creative approach and achieve the same sense of community in our new home."

The solution was to tailor the building to the company. Using the building's original architects, locally-based Stiff+Trevillion, significant modifications were made – in particular, removing one third of the first floor in order to make the big communal space, surrounded by a gallery. The architects also designed meeting rooms using the famous Crittall metal-framed glazing system dating from the 1930s. "They got what we are about," says Durham.





'1 Page Street in Victoria is a radical remaking of an existing ten-storey building.'

That is only one of several projects in progress. Up at 10-4 Pentonville Road, directly opposite the very successful Angel Building, you'll find an existing pair of somewhat tired 1980s office buildings that are being refurbished to create 55,000 square feet of offices. Architects Stiff+Trevillion, who designed the Portobello Dock campus in West London, will also be creating a new, unified façade to the buildings which will give one distinct street presence, in sophisticated and beautiful slender Danish brick that will also extend into the foyer.

Over in Derwent's expanding Victoria portfolio, a substantial ten-storey building at 1 Page Street, acquired in March 2011, is being fully refurbished. Close to Horseferry House (Burberry's HQ) it will take on an entirely new appearance with the existing 1990s glass curtain-walling removed and replaced by an elegant brick façade. Designers PLP Architecture are a relatively new practice set up by the people who designed the Heron and Pinnacle towers in the City of London.



'At Pentonville Road, the new unified frontage will create a distinct street presence in sophisticated Danish brick.'



E) The new entrance at 10-4 Pentonville Road featuring artwork by Hugo Dalton.
 F) The new unified façade at 10-4 Pentonville Road.
 G) Exterior of 1 Page Street.