



- NEW EUROPEAN HQ BUILDING IN WEXHAM PARK
- DESIGN AND FIT OUT OF 23,000 SQ FT
- COMPETITIVE PITCH PROCESS
- CO-ORDINATION WITH STEERING GROUPS
- CONCEPTS DEVISED TO FIT WITH COMPANY CULTURE
- WORKING WITH INDEPENDENT PROJECT MANAGER
- TECHNOLOGY SOLUTIONS AND A PUB!



CASE STUDY



WHAT'S THE STORY...

Otsuka are an International Pharmaceutical Giant with a 90 year history, employing over 40,000 employees in 23 Countries.

However they have a smaller Company culture which promotes new ideas by minimising hierarchy and promoting lively debate. This in essence became the briefing philosophy when creating a new UK and European HQ.

Following a competitive pitch submission process Blue Jelly were chosen on the strength of the team, a well matched design and our ability to deliver on our promise with proven value.

From initial appointment and following an intensive 'lead in' period of design development endorsed by Japan, we began a 12 week programme on site. Works included a number of specialist environments, including an 'Innovation Zone', flexible work space for 160 people and a variety of progressive meeting environments.

Our client was keen to create a 'social heart' to support information sharing and conversation. Blue Jelly have provided a contemporary twist on the traditional English pub, complete with range fire, Chesterfield sofas, reclaimed furniture and classic board games.

The outcome mixes a professional and individual environment that's just the medicine.

