



16,000 sq ft | Concorde Park, Maidenhead | 11 Weeks

BlueJelly.

SEIKO



The Brief

Seiko, one of the leading manufacturers of high-end watches, were looking to bring their UK workshop and central office space together into one new workplace. The space needed to provide enough desking and collaboration spaces for the team as well as separate offices for the executive team. They needed an impressive client facing entrance to lead clients into their showroom and entertainment space.

What we did

Working closely with Seiko leadership and Capelo consultancy our team developed compelling, technical designs to enhance the brief. The client entrance is adorned with Seiko, Grand Seiko and Lorus displays which backs onto a lounge area and the main breakout, entertainment space. Running along the outer edge of this space are client facing meeting rooms, the main showroom, the watch workshop and clean rooms. All of which are visible through Crittall glazing, decorated with custom joinery slating to bring a natural texture into the modern workplace.

The executive offices frame the open plan space enabling the leadership to work closely with their teams. Natural light floods the space from the panoramic windows. Towards the back of the open plan there are further technical lab spaces dedicated to watch repairs, spare parts, cleaning, polishing and quality control.

The Results

The Seiko team are really impressed with the new workplace. The client facing entrance creates a wow factor on arrival and the multifunctional main workplace enables the team to work effectively.

