

Case study

Accenture - Plantation Place

What was the brief?

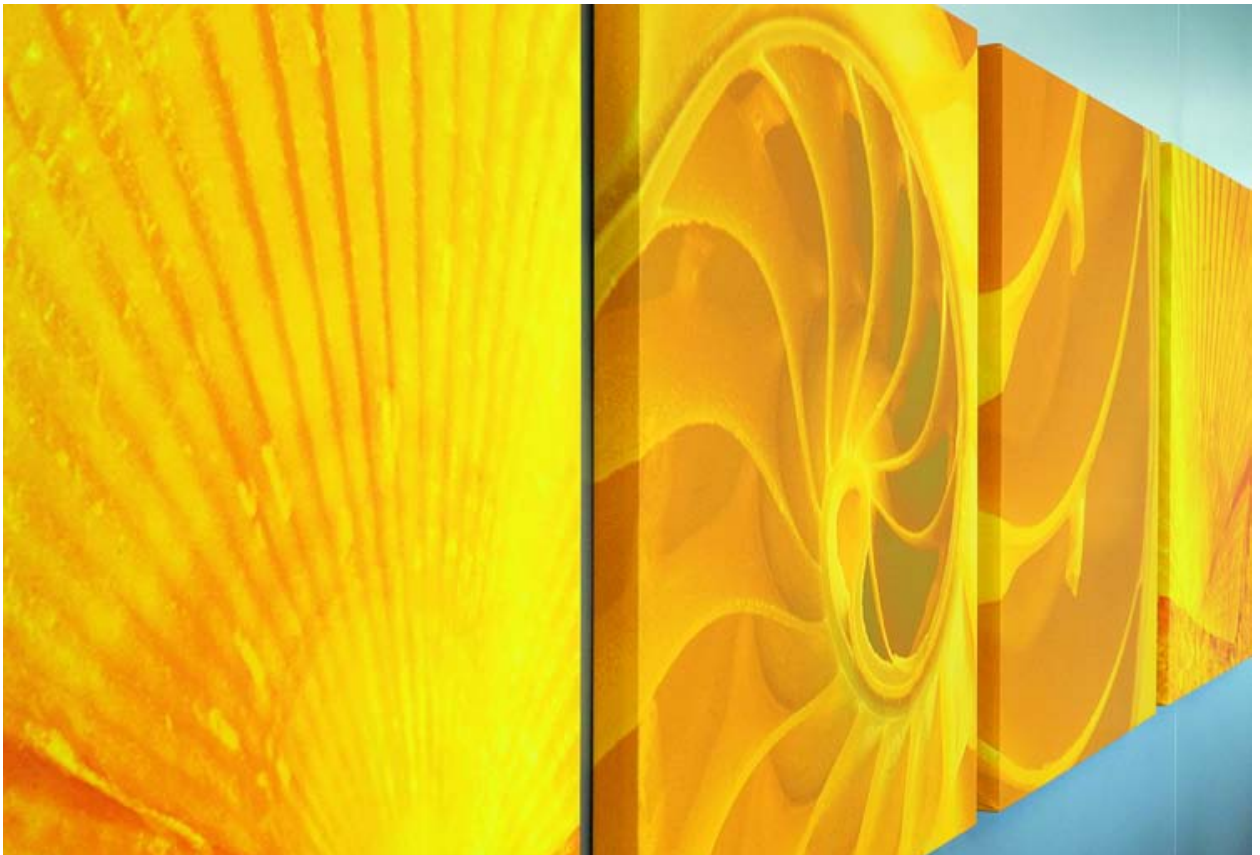
To create a wayfinding system and associated environmental graphic design for Accenture's 375,000-square-foot London HQ at Plantation Place in Fenchurch Street.

What were the main challenges?

Making sense of a vast, complex office space housed in a 15-storey tower across two monolith structures. Transforming a potentially intimidating environment into something far softer and more accessible.

How was the project approached?

Divide and rule. With such a massive space, the key was breaking it up into manageable chunks, which people could easily get to grips with. Each wing was given its own colour-coded graphic treatment, with soft furnishings to match, setting it apart from other areas.



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How was the project executed?

Colour was crucial. It was applied in numerous ways to create distinctive, instantly recognisable spaces, giving people context and orientation. Hundreds of square canvas panels depicting flower themes in different colours were used to bring drama and dynamism to long corridors. The imagery explored rhythms and scale, repeating elements, cropping, zooming in and out. Elsewhere, translucent banners picked up the theme.

Nomenclature was also important in creating a sense of place. Project rooms were named after great thinkers – Da Vinci, Watson and Crick, Halley, Copernicus – all colour-coded, of course. Meeting rooms took the names of constellations – Indus, Andromeda, Draco – and given different finishes depending on whether they were for internal or client get-togethers. Even the staff café was specially branded to give it more character and appeal.



insideinformation

wayfinding design for spaces and places

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