

General Projects unveils plans for Technique - an art-led creative workplace in Clerkenwell



Technique © CGI Forbes Massie Studio/BuckleyGrayYeoman

A former printing press and gin distillery in London's Clerkenwell is to be transformed into a new office hub for the creative industries alongside a floating art gallery and cultural space. Proposals have been submitted for planning by developer General Projects, in partnership with Northern & Midland Holdings, a family owned investment company, who acquired the buildings, known as Laser House, in 1991.

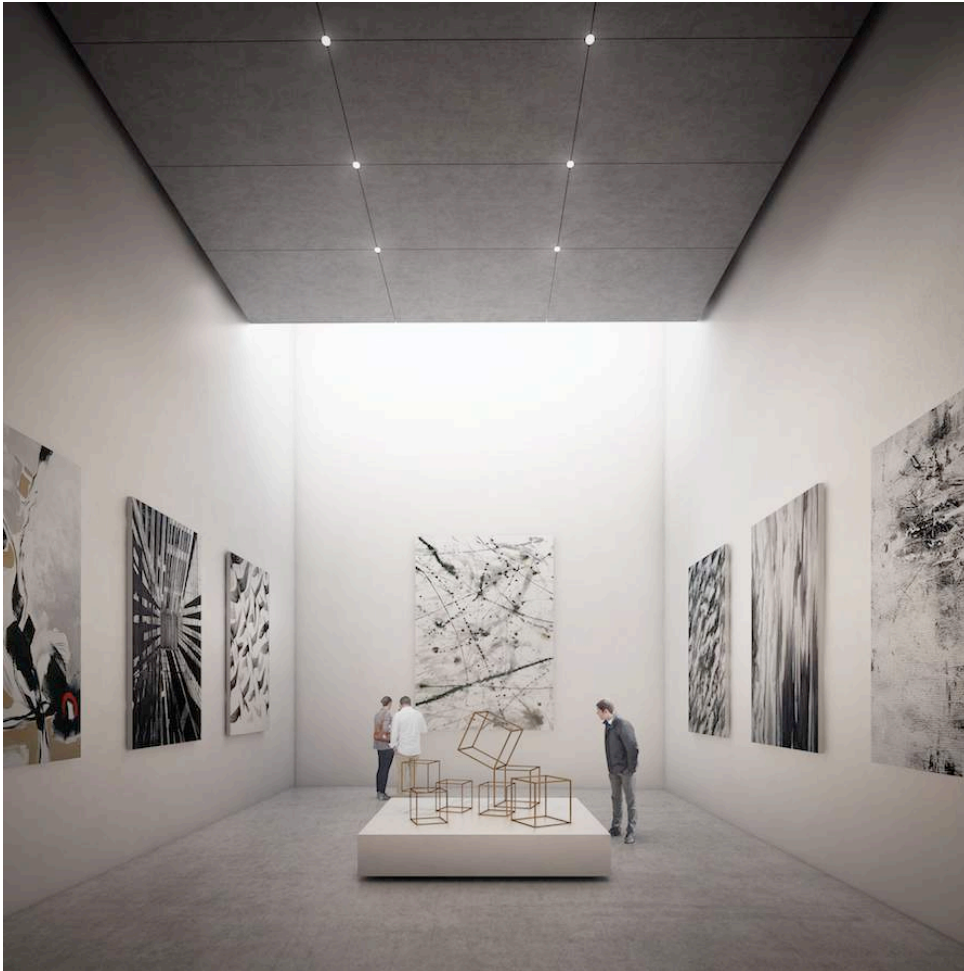
Designed by architect BuckleyGrayYeoman, the new scheme, known as Technique, proposes a radical reinvention of 132-140 Goswell Road, a 0.2ha site on the junction with Pear Tree Street. The scheme will provide 78,000 sq ft of offices, a restaurant, retail for the creative industries as well as a landmark new Art House gallery. In total, the development is expected to accommodate workspace for more than 800 people.

General Projects' scheme proposes a comprehensive refurbishment and extension of the current 50,000sq ft property, which consists of

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two distinct four and three storey blocks fronting Goswell Road and Pear Tree Street respectively.

The prominent new Art House gallery will be built on a vacant plot where the two blocks meet. As well as creating a striking focal point and entrance for the new development, it will provide a dynamic public space for exhibitions, events and other community activities. This will revitalize an important corner that had, until the 1960s, been occupied by a public house, as well as re-introducing a public use to the site.



Technique Interior © CGI Forbes Massie Studio/BuckleyGrayYeoman

The Art House is conceived as a piece of art in itself. Situated above a glazed exhibition and lobby space, the double height gallery will be wrapped in highly polished concrete cladding rising 11metres in height. This monolithic façade will create a unique architectural focal point, and will be complemented by the new lift core's ribbed, red glaze ceramic tiles.

Both the existing blocks will be extended to a height of five storeys and completely refurbished to create high quality modern and flexible creative workspace. The regeneration will also introduce active street frontages around the perimeter of the building including a retail unit and a statement restaurant on Goswell Road.

On the Pear Tree Street elevation, former loading bays will be converted into high quality commercial office space with the

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introduction of fully glazed shopfronts into the existing bays. Further office accommodation will be located in the refurbished lower ground floor, which will also include affordable workspaces.

Jacob Loftus, CEO, General Projects comments: “Technique offers a fantastic opportunity to reinvigorate this prominent corner of Clerkenwell with a striking architectural intervention that sits at the heart of an ambitious new prime creative office development.”

A planning application for the scheme, has been submitted to the London Borough of Islington. General Projects hopes to start on site by the end of this year, with completion by 2019.

Art collaborations currently on site

General Projects and Studiomakers have collaborated with arebyte to open a studio hub for artists and creative practitioners in the unused spaces of the building. Studiomakers is an initiative led by Outset Contemporary Art Fund that works with property industry partners on entrepreneurial solutions to creating and retaining affordable artist workspaces in London. General Projects are working closely with Outset to integrate a more permanent element of affordable artist's studios within the completed development.

Clerkenwell Design Week

Technique will be hosting Brinton's innovative art installation by Shezad Dawood, which will form part of this year's Clerkenwell Design Week programme.

During Clerkenwell Design Week, Jacob Loftus will be talking about preserving creative workspaces in the city on Tuesday 23 May at 6pm at Technique.

Ends

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Notes for Editors:

General Projects

Launched in 2016, General Projects is a developer that creates experiential, innovative and dynamic buildings, designed around the needs of the new economy. With a focus on the changing nature of the home and the workplace, General Projects collaborates with architects, designers, creatives and tech experts to deliver environments that inspire people and connect communities.

Prior to General Projects, founder and CEO Jacob Loftus was Head of UK at Resolution Property, where he pioneered the acquisition, development and repositioning of more than 1 million sq ft of real estate, which was transformed into mixed-use creative workplaces for leading global companies including Silicon Valley Bank, WPP and

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Microsoft Ventures. Loftus led the development of the award-winning Alphabet building, as well as notable schemes in Ladbroke Grove, Shoreditch, Whitechapel, Wapping and Bristol.

<https://www.generalprojects.com/en/>

About BuckleyGrayYeoman

Formed in 1997, BuckleyGrayYeoman is an award-winning architecture and design practice based in Shoreditch, London. Directed by Matt Yeoman and Paul White, the firm provides pragmatic and deliverable solutions to complex design issues.

With an expanding portfolio of work across a range of sectors including offices, culture, residential, retail, hotels, schools and masterplanning, BuckleyGrayYeoman prides itself on delivering projects on time and within budget, regardless of the size or complexity of the challenge.

Completed projects include Henry Wood House, a major co-working space for The Office Group in the West End of London; Channing School in Highgate; the Fred Perry Headquarters in Covent Garden and several boutique stores for the brand in London, Cologne, Munich and Bangkok; C Space, the conversion of a former carpet factory to creative workspace in Shoreditch; Citadines Apart'hotels in London, Paris and Hamburg and Pure Aldgate, a high quality student accommodation building in East London.

BuckleyGrayYeoman's growing reputation for delivering the highest quality of design has been acknowledged by a number of recent awards including: RIBA Award, BCO Award, RICS Award, Evening Standard Award, RIBA Housing Project Award, Architects' Journal Awards, FX Interior Design Award, Retailers' Retailer of the Year Award and Surface Design award. The practice is listed in the AJ100 group of the largest architecture practices in the UK.

www.buckleygrayyeoman.com

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About Studiomakers

Studiomakers was launched in 2016 in response to the Mayor of London's commissioned report the Artists' Workspace Study from 2014, which forecast a loss of a third of artist studios in London over the subsequent five years. Partnering with organisations in both the private and public sector – from local authorities to landowners and private developers – it looks to retain existing and create new affordable artist workspaces in London and the UK for the long term. Studiomakers is led by Outset Contemporary Art Fund in association with the Mayor of London, Second Home, Create London, PLP Architecture and Bolton & Quinn. <https://studiomakers.com>

About arebyte

arebyte Gallery and its sister organisation Arbeit, is a contemporary art organisation dedicated to New Media and Performance Art.

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Operating as a gallery and providing studios for artists and creatives across East London over 5 sites, including 50 studios within the complex at 132 Goswell Road, they focus on local surroundings looks to create new means of audience and public engagement with artists, exhibitions and project, ensuring that every artistic project explores exciting new ways of educating and involving the community. In 2015 arebyte was named one of London's most experimental spaces and nominated for Best Independent Cultural Venue by Dot.London awards. Allocated Open Studios times will be available at Goswell Road during Clerkenwell Design Week. www.arebyte.com