

Nabarro LLP

125 London Wall, canteen and break-out area wall – ‘Welcome Wall’



Wonder-wall. (Well, a very attractive wall, anyway).

When Nabarro, our long-term law firm client, recently moved to prestigious new premises, we saw a once-in-a-lifetime opportunity to create a totally branded environment. We developed a scheme for the entire building, but one particularly lovely feature was the 25 foot wall in the canteen and break-out area. Our idea: to use it, in keeping with the black and white brand identity, like a giant pub blackboard – with regularly changing displays.

Our starter-for-ten was a stunning typographic treatment, welcoming the firm's people to their new home with a blizzard of fascinating facts about the building and its fit-out.

Next up, came

And there are more fun treatments in the pipeline, including a more colourful – and more appetising – vision of the London skyline, re-imagined in edible form. Illustrated city cameos, locating all Nabarro's global alliance partners, and a gigantic word-search puzzle, on which employees will be invited to circle words, as they discover them.

Kind words...

"The latest work he has done for our staff canteen floor is typical of an approach that centres on clarity of thought and elegance of expression. I am delighted with the results."

ALEX BELLINGER
Head of Communications
Nabarro LLP

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PROJECT SUMMARY

Project brand guardian
Art direction
Interior design moodboards
Signage & way finding
Breakout area graphics
Client space graphics
Staff spaces graphics
Meeting room art & graphics
Digital messaging
Manifestations
Cafe branding

