

Nabarro LLP

125 London Wall, canteen and break-out area wall – ‘Sweet & Savoury’ skyline



Hitting the sweet (and savoury) spot with Nabarro.

Since Nabarro, our long-term law firm client, recently moved to prestigious new premises at 125 London Wall, we have been regularly creating changing displays for their 25 foot wall in the canteen and break-out area.

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 a more colourful – and more appetising – vision of the London skyline, re-imagined in edible form. Designed to be a deliberately more colourful contrast to Nabarro's usual more monochromatic visual style, our reimagined skyline from the 'Gerkin' to the 'Cheese grater' really hit the sweet spot with Nabarro.

Kind words...

"We ran a competition in-house for designs to appear on our blackboard and this idea was the first winner. Undaunted at having to execute 'the London skyline in food', Neon took this fairly vague brief and came up with something truly creative – how many other law firms have a Tower Bridge made from Battenburg cake on their walls?! This was a really popular and clever design, with plenty of witty elements for employees to keep spotting."

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

