

space

BY STANSONS



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ROWNTREE** AND **EDEL STATHAM**

lloyds bank hq

forward thinking in a digital world

florence

cover feature at poeticgem



stansons.co.uk

ISSUE 6

a note from

guy stanley

creative director



The Space media has always had phenomenal support, with our podcast regularly ranking among the **Top 25 Design Podcasts in the UK** and beyond. A heartfelt thank you to our listeners, followers, and guests. Please keep sharing episode ideas!

Now we're about to change things again... ..until now, we've focused mainly on design inspiration and voices, but we're kicking off something new that will **bring the design and construction worlds closer together**. We're now featuring voices from some of the biggest names on the commercial side of the fence. Our aim is to bring experiences, lessons, and perspectives together to give us all a more holistic view of the industry, its challenges and highlights. **Keep an eye out for learnings and advice from key players at the gritty end of delivery.** As always, if there's a commercial voice you'd like to hear, please put them forward, we thrive on your suggestions and recommendations.

Before we slide into the final chapter of the year, we've had a tour of Lloyds Banking Groups brand new HQ, it takes accommodating people to another level.

Enjoy!

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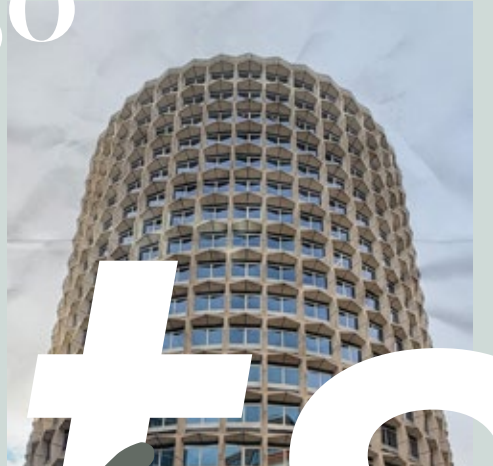
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poeticgem

leaders in empowering change

A fashion supplier so extra that each floor of the HQ is designed with its own identity to align to the collection it hosts. Favouring ethical sourcing and sustainability without slacking on strong design, Poeticgem is well-loved, long established fashion supplier.



DESIGNER: AREA
CLIENT: POETICGEM
LOCATION: WATFORD



After 'outgrowing their welcome' in a small and out-dated office, the move to the new, 40,000 sq ft, purpose-built HQ in Watford was long overdue. A space that would change the way things worked, was a space worth pumping with the energy and creativity a modern fashion brand deserves.

Turn to the B-Corp-certified king of the castle, Area, with a brief to create an open, energising, brand-authentic headquarters. The result is a dramatic, double-height showroom on the ground floor, an immediate statement for visiting clients. Above, the working floors are planned with day-to-day business in mind but are finished with refined textures, subtle tones and a sense of movement, ensuring the clothing collections remain the main attraction.

Some things couldn't be overlooked: storage, a constant challenge for a fashion supplier, built seamlessly into the flow of the workspace; lighting was tested and refined to ensure accurate colour rendering and the best presentation of collections; and sustainability was embedded at every stage, with Poeticgem's emission-reduction goals paired perfectly with Area's B-Corp-certified approach to long-term environmental performance.

The outcome is an elevated HQ: a refined welcome for visitors, a practical and inspiring workplace for the team, and above all, a showcase that lets Poeticgem's collections shine.





a commercial perspective

that bridges strategy with

practical delivery

KELLY
mewett

Principal, Preconstruction UK & Ireland at Unispace

Kelly Mewett, Principal, Preconstruction UK & Ireland at Unispace, has cultivated a career defined by leadership, innovation, and a fearless approach to challenges. She thrives on guiding teams through complex projects, advocating for positive change, and shaping collaborative work environments that encourage growth and creativity. Kelly brings a commercial perspective that bridges strategy with practical delivery, sharing lessons and insights from the frontline of workplace projects. With a keen eye for detail and a strategic mindset, Kelly balances technical expertise with an ability to inspire those around her, driving both projects and people forward. Her dedication and passion for meaningful impact, has made her a respected voice and key influence in the industry.

What's one thing you know today that you wish you'd known when you first started out?

That networks are golden! You don't have to hold every answer to every challenge yourself! Be kind and share your knowledge and others will gladly share their experience and expertise also. This is particularly important for the younger generation navigating their way through the industry. I'd add that I wish I knew that AI was on the horizon all those years ago!

What's the biggest lesson you've learnt on your journey to Preconstruction Principal?

Communicate clearly, sometimes there's tough conversations to be had but by communicating clearly and most importantly respectfully, very early in the process, allows teams to work together to resolve any challenges.



What are the 3 smartest value engineering approaches you've seen or used on a project?

Wow, without giving every secret away here!!.....First of all you need a collective view on 'value', once that is established, you have a framework of options. Always consider the wider perspective and everyone's pain points, this is key. No idea is a bad idea but a collaborative approach to map out the ideas always trumps the cold 'list', it brings about discussion and either develops or enhances a starting point idea. Bring in your experts/supply chain partners, they are after all, just that!

What's one change you expect to see in the way projects are delivered next year?

Generally in the market, the workplace is evolving I think we are just starting to see of-fice occupiers feel the benefit of new spaces and great efficient designs. The welcoming

environments adapting to new and old generations are becoming normal and the feedback is encouraging for the office revolution!

What's the most challenging part of delivering projects today, and how do you overcome it?

People are generally feeling the cost of living day to day, it's no different in construction, we work hard to drive efficiencies and even more so than ever in 2025. Having a smart, effective teams with good visibility of market movements is a distinct advantage. Being on hand to help Customers through their journey, keeping budgets live and accurate with good communication is crucial.

What can clients do that really helps you deliver on time and to budget?

Keep an open mind. Join the journey, welcome collaboration and hold us as designers



and contractors, to account!

Looking ahead, what excites you most about the future of commercial fit-out?

Bringing the buzz back into the city, re-purposing existing stock with consideration of the environment, creating workplaces that respond to humans and normalising flexible spaces. We work in such a creative industry that is often hampered by budget constraints. Welcoming different thinking and creativity can open up a whole world of opportunities for amazing spaces.



“a collaborative approach to map out the ideas always trumps the cold ‘list’”

in conversation with



the whitepaper story:

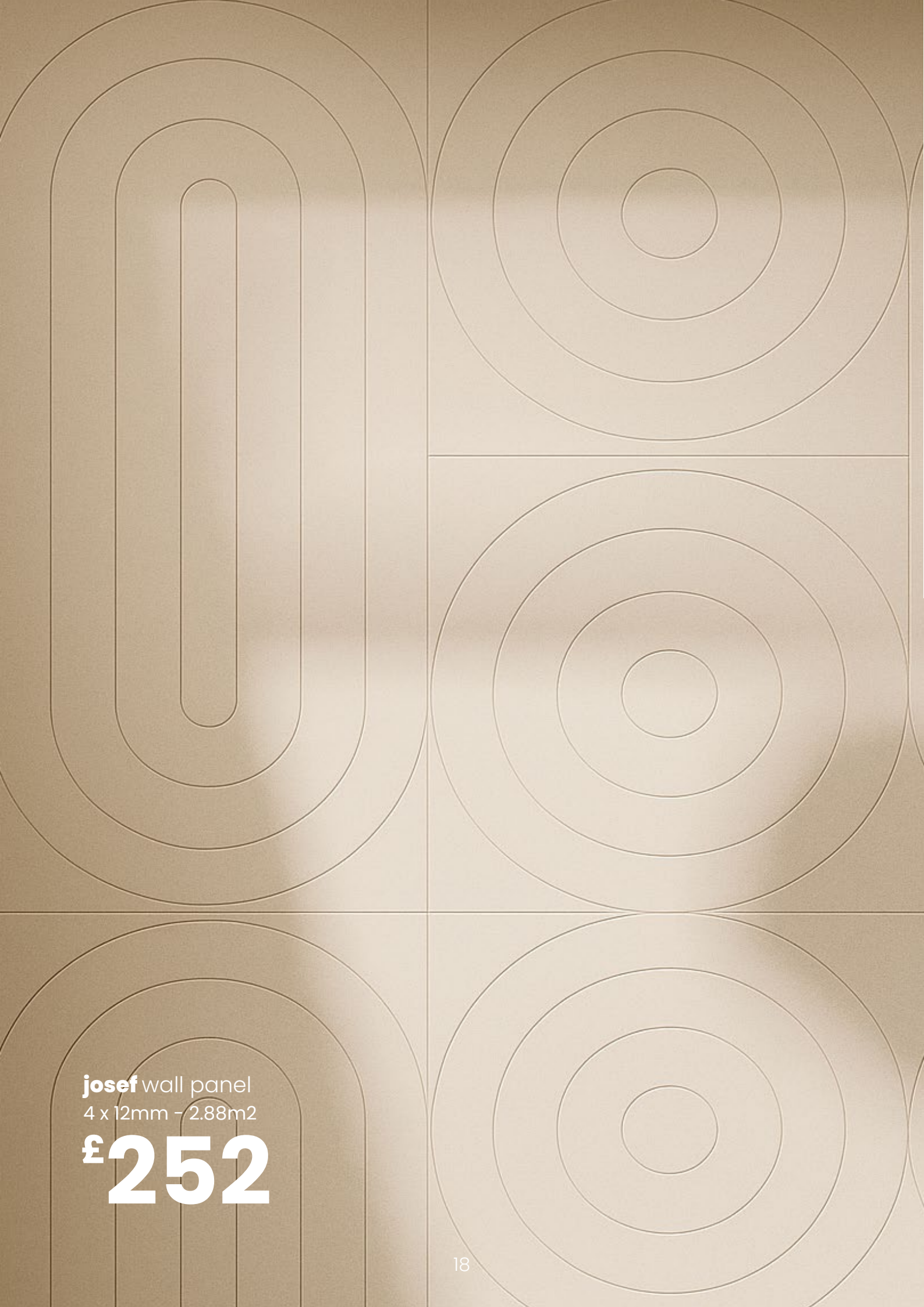
victoria
DIXON

HEAD OF CREATIVE AT WHITEPAPER

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**building
london's
fastest
growing
design
studio**



josef wall panel
4 x 12mm - 2.88m²

£252

josef wall panel

Bespoke sizes available



Available in:

A: Stripe

B: Line

C: Check

D/E: Diagonal

F/G: Curve

H: Arch

I: Quilted

Material	Dimensions (mm)	Pack Size	Sq m coverage	Price
12mm Acoustic Styleboard	600 w x 1200 h x 12 d	4	2.88m ²	£252

designed, made and installed by our in house team.

Lloyds



forward thinking in a digital world

What does it take to transform a legacy bank that's been around since the 1700s into a hub of energy, future-forward thinking, in today's digital world?

LOCATION: LLOYDS LONDON HQ





Paula Rowntree's got the answers, as she takes us through the buzzing London HQ of Lloyds' Bank in the latest episode of Space by Stansons. Tune in as host Guy Stanley welcomes the Head of Workplace Design, Lloyd Bank, for a riveting look at what transformational design can achieve when done right. This walking tour reveals countless thoughtful details that prove intentional design can foster both productivity and belonging in the modern workplace.

Paula Rowntree is the Head of Workspace Design at Lloyds Banking Group, where she leads the transformation of corporate spaces into modern, accessible environments. With over 37 years of experience at Lloyds and a strong background in retail design, she has successfully spearheaded the development of their flagship London office, incorporating innovative workplace solutions that balance functionality with employee well-being. Her work in workplace design has helped transform Lloyds' corporate image from traditional to technologically advanced, while maintaining the brand's core identity and values.

Under her leadership, the team has achieved remarkable satisfaction rates, with 92% of colleagues reporting improved working conditions in their Leeds location, demonstrating the significant impact of collaborative design principles in corporate environments.





watch the tour
over on youtube



SEE THE **SPACE BY STANSONS** PODCAST
WITH **PAULA ROWNTREE** AND **EDEL
STATHAM**

in conversation with **Jordy Dent**, Creative Director at B Corp–certified **Area**.

storytelling as the secret *weapon* in workplace design

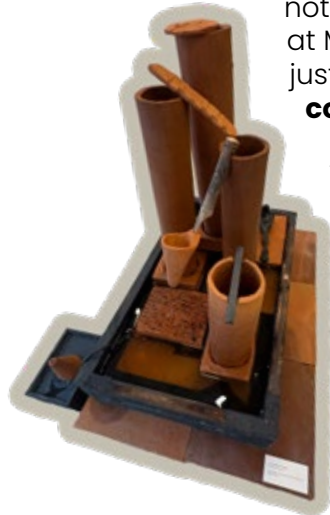


listen on space by stansons



material matters the key themes

For decades, as an industry, **we've viewed the natural resources around us with a somewhat free for all** and take all you need mindset, but in recent years **we've come to a more deeper understanding of the impact this can have** to not only the world, but also future generations to come. This year at Material Matters we've seen an even further deep dive into not just **what materials can look like on the surface, but also where it comes from and what it leaves behind.**



The **route to zero project by PriestmanGoode** was heavily talked about throughout the event and their main challenge to the industry was the simple fact; **'Why does sustainability get sidelined?'**. The simple, yet inexcusable fact of the matter is that **sustainability becomes diluted throughout the design process** as the different needs and requirements are met.

Their main comeback to the problem underlined the statement that **sustainability can no longer just be an input into the brief, but should be an underlying thread**, consciously considered throughout the project.

Three main steps highlighted a step in the right direction for those worried about switching up their process; **Intercept, Innovate and Advocate**. Starting with Intercept which brings up the challenge, **'who is responsible for making the first move'**. Reframing the brief, bringing the drive from the end users and consumers of today, and **placing the responsibility with the designers as those who understand the full picture**. Using the insights to shape the briefs and **set clear boundaries that can be integrated** from the start to deliver the best outcome for people and planet.

With Innovate, we spot the challenge of an apprehension around **changing what we know so well due to risk, time and cost**. Instead we can **take inspiration from across sectors** and uncover what has already been tested in similar industries, not only including materials, but also **innovate to use sustainable practices** throughout a product lifestyle.

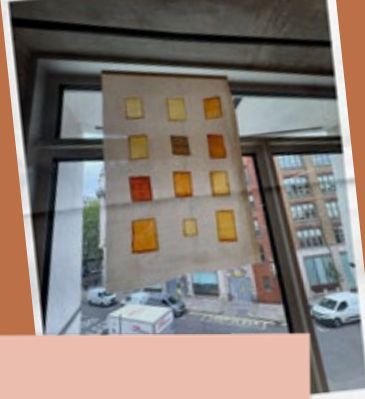
Finally the Advocate stage, focusing on **how designers and specifiers can make more evidence based choices** around sustainable materials. The **challenge here being the difficulty of knowing if a product/company is genuine** in their claims because of a lack of consistent baseline to compare. A solution to this problem is created through PG, **Material Mind, a curated database that gathers and compares information about sustainable materials.**



1.
design for
disassembly



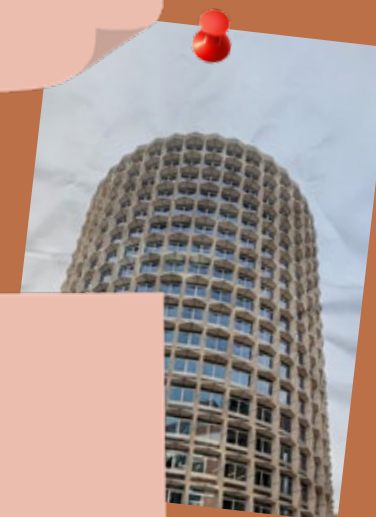
2.
prioritise
circularity



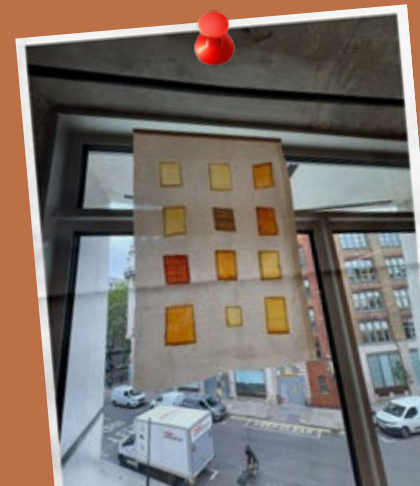
3.
reduce
unnecessary components



4.
use
lightweight construction



5.
create
longevity





//
STANSONS_

josef