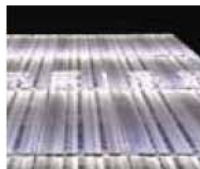




The Civic Trust Awards 2009

CIVIC  
TRUST  
AWARDS

## Reiss HQ London



**Owner**  
Reiss Limited  
**Entrant**  
Squire and Partners  
**Architect**  
Squire and Partners  
**Developer**  
Reiss Ltd.  
**Design Consultant:**  
d-raw associates  
**Main Contractor**  
Como  
**Quantity Surveyor**  
Davis Langdon  
**Services Engineer**  
Hilson Moran  
**Structural Engineer**  
Fluid Structures  
**Project Managers**  
Buro Four Project Services  
**Additional Organisations**  
The London Planning Practice;

This is a flagship building in an area composed of offices, retail, bars, restaurants and housing. It is a good mixed use development, which houses the store, design studios, managerial hub, owner's penthouse – and at the rear of the building, an additional 13 dwellings. Whilst the HQ building is contemporary and striking, the apartments are designed behind a retained Victorian façade. The Reiss building is concealed behind a dramatic and innovative opaque milled acrylic 'veil', which is lit by LED light strips. Designed to take on the shimmering quality of silk, the bespoke façade is extremely effective as the entire building glows at night. This densely designed project sits well with the scale and complexity of the surrounding buildings. Beautifully detailed, the scheme reflects the company's branding and the style of the street.