1 New Street Square
City of London

Understanding and addressing the site’s unique constraints was the key to generating a distinctive and elegant piece of architecture.

As part of a rapidly developing area of London the project will extend the New Street Square development towards The City delivering 325,000ft² of office and retail accommodation. It will replace The International Press Centre (IPC) building designed in the late 1960’s by Richard Seifert with one that will deliver office accommodation to the very highest standards and achieve a BREEAM ‘Excellent’ rating.

The unique configuration of the building respects the protected view corridor from Primrose Hill which cuts diagonally across the site towards St. Paul’s cathedral. This resulting Pas de Deux form with a lower portion addressing the adjacent building on Shoe Lane, complimented by a taller partner rising to a pinnacle looking towards St. Paul’s, successfully responds not just to the local context but also to the London skyline.

We are currently working on the detailed design and production information stages of the project, a really satisfying process where we can bring all the design elements together in every detail to create a cohesive and legible product.

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