

IPC Media Case Study
The Blue Fin Building
London, SE1

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efficient storage : effective spaces

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The Blue Fin Building. The City from the 10th floor roof garden



Blue Fin Building Main Atrium



The Blue Fin Building London SE1 IPC Media Limited

London's largest headquarters office project

The Client IPC Media Ltd - Time Warner Group
The Project Design Bennett Interior Design
The Building The Blue Fin Building London SE1

In 2007, IPC Media Ltd moved from three different locations around the capital, into one new signature headquarters building on the South Bank behind the Tate Modern - to house 4000 people over twelve floors

At the time, IPC Media's move to the Blue Fin Building was the biggest office relocation project in the UK

The Brief To provide a full range of units for regular storage requirements; and to undertake product development and delivery of a series of additional items needed for specialist storage purposes

The Storage The twelve floor building needed nearly 3200 cupboards, 3100 pedestals, 1000 bays of storage racking and 50 special flat planning units. All to be supplied with a supporting range of fully interchangeable internal accessories

Triumph's L^m Storage Cupboards, with their seamless picture frame edges front and back, had to align with the heights of all the workstations. The specification of 180° hinged door cupboards allowed increased corridor widths, and the most imaginative and flexible of internal layouts

With its 100% glazed perimeter, the Blue Fin Building also comes with very few solid walls. But as a media company, with over eighty magazines or publications on site, editors had to be able to review and display their editorial work in progress

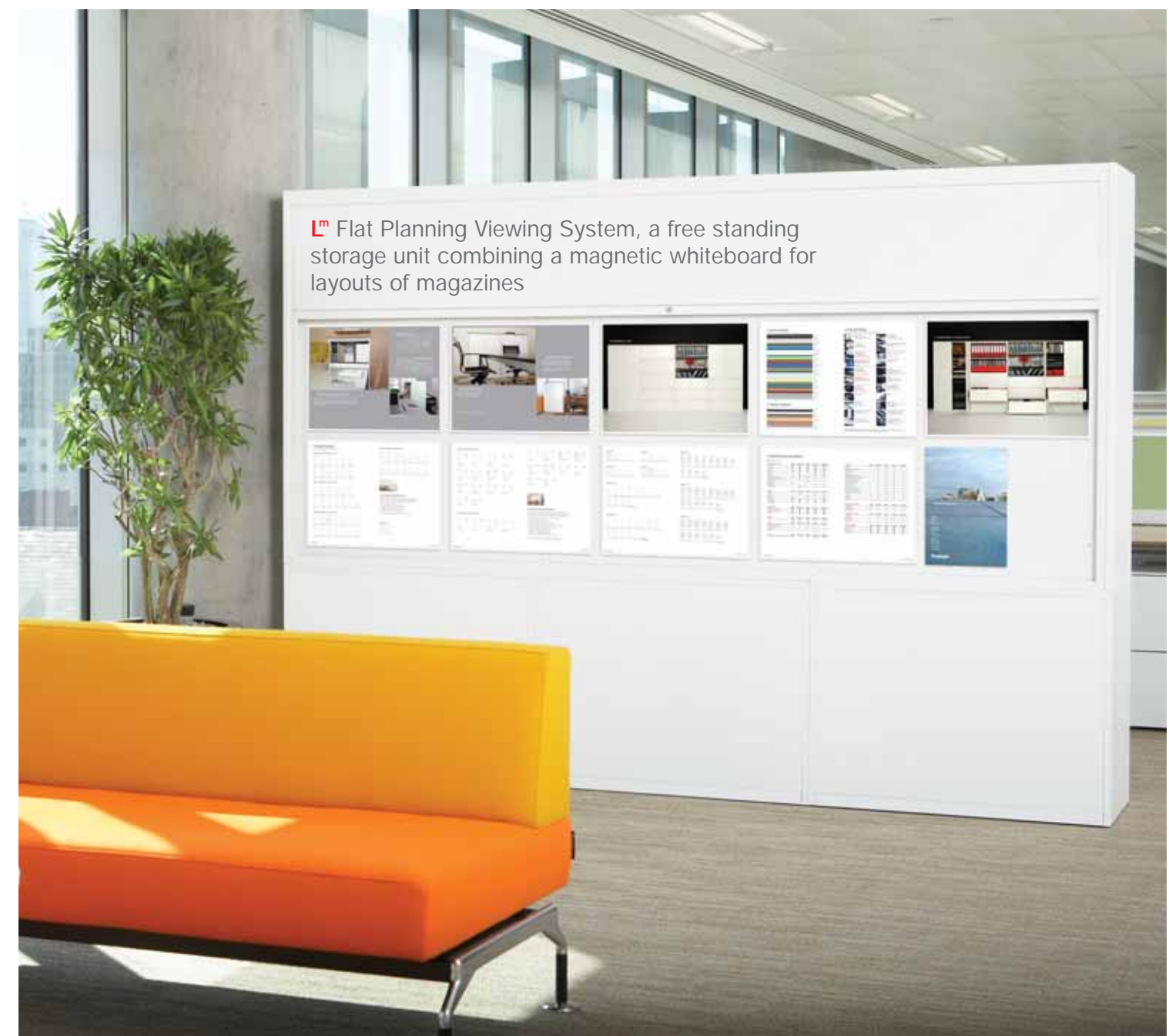
Working with Bennett Interior Design, Triumph responded to the brief with a unique new product: **The L^m Flat Planning Unit**. A 2700mm wide x 1800mm high unit with a special magnetic board for display purposes, sitting on three 2 high cabinets. These boards had to be protected by lockable roller blinds for confidentiality and security

The reverse side provided for three more storage units with sliding doors and shelving or, for more magazine display shelves. Every unit had to be completely demountable to allow for future moves and changes



Triumph's L^m Racking System. As all IPC Media Ltd magazines needed basement storage space for products or items to be featured in a given week's or month's issue, Triumph also developed a special Lm Modular Open Racking unit to accommodate the varying size of items needed for different magazines: anything from golf clubs to wedding dresses, from fishing rods to miscellaneous fashion items. And, the standard internals used in the racking, had to be fully interchangeable within the storage cabinets on the main floors

Triumph's L^m Pedestals. Finally, the system was rounded off with a series of special pedestals. A deeper top drawer had to allow for personal items - from handbags or running shoes to cycling helmets - but without reducing the working capacity



L^m Flat Planning Viewing System, a free standing storage unit combining a magnetic whiteboard for layouts of magazines

of the bottom drawer for regular filing below. Every item manufactured and supplied by Triumph had to be carefully colour matched with the paintwork of the other furniture in the building

"The new pedestal, flat planning and racking units did not exist before this project, and were only possible due to Triumph's flexible attitude to developing specials that could later become standards, and to a manufacturing plant that could adapt quickly to client needs"

- Bennett Interior Design

Project Scope	
Title	The Blue Fin Building
Location	The South Bank London SE1
Client	IPC Media Ltd Time Warner Group
Project Design	Bennett Interior Design
Storage	Triumph
Product Range	L ^m Lateral Filing System with unique applications