

case study

The heart of Conde Nast's new headquarters

The Background

When Condé Nast (CN) made the decision to move to new offices in London due to the expansion of its digital team, they wanted to create a cultural change and improve the way teams worked together. Focus 21, now part of Kinly, worked with MiX Consultancy to create a media wall in the stairwell of the new office space to showcase client's digital imagery and provide a simple to control collaborative space.

The client brief was to create an office environment that showcased its digital imagery, supported collaborative working and removed the silos that can often be created within a working environment.



CONDÉ NAST

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The solution

CN needed a solution that would provide photo-like quality, fit into the restricted space they had to work with and enable ease of use and maintenance. To achieve this, the technology needed to be intuitive, open, approachable and reactive, with interactive support for all, across all functions. The space included IT Infrastructure, wireless network and audio-visual designs developed using the British standard of design known as the RIBA stages and the AVIXA ANSI/INFOCOMM V202.01:2016 standards.

The heart of the new CN office is the LED media wall located on both levels eight and nine. As this solution is the focal point of the office, it was imperative that users experience the best possible solution with no downtime.

Christie was chosen as the manufacturer for the LED media wall located across two floors due to them having the flexibility to provide design, support and installation services to CN. Crestron was used throughout the office to provide best-in-class video distribution and control which helped keep the user experience consistent across all spaces including meeting rooms, reception and the breakout area. The easy-to-use icon control panel means that anyone, be it staff, guest or the cleaners could operate the screens throughout the building.

The technology needed to be **intuitive, open, approachable** and **reactive**, with interactive support for all, across all functions.



SECTOR
CORPORATE



LOCATION(S)
LONDON, UK



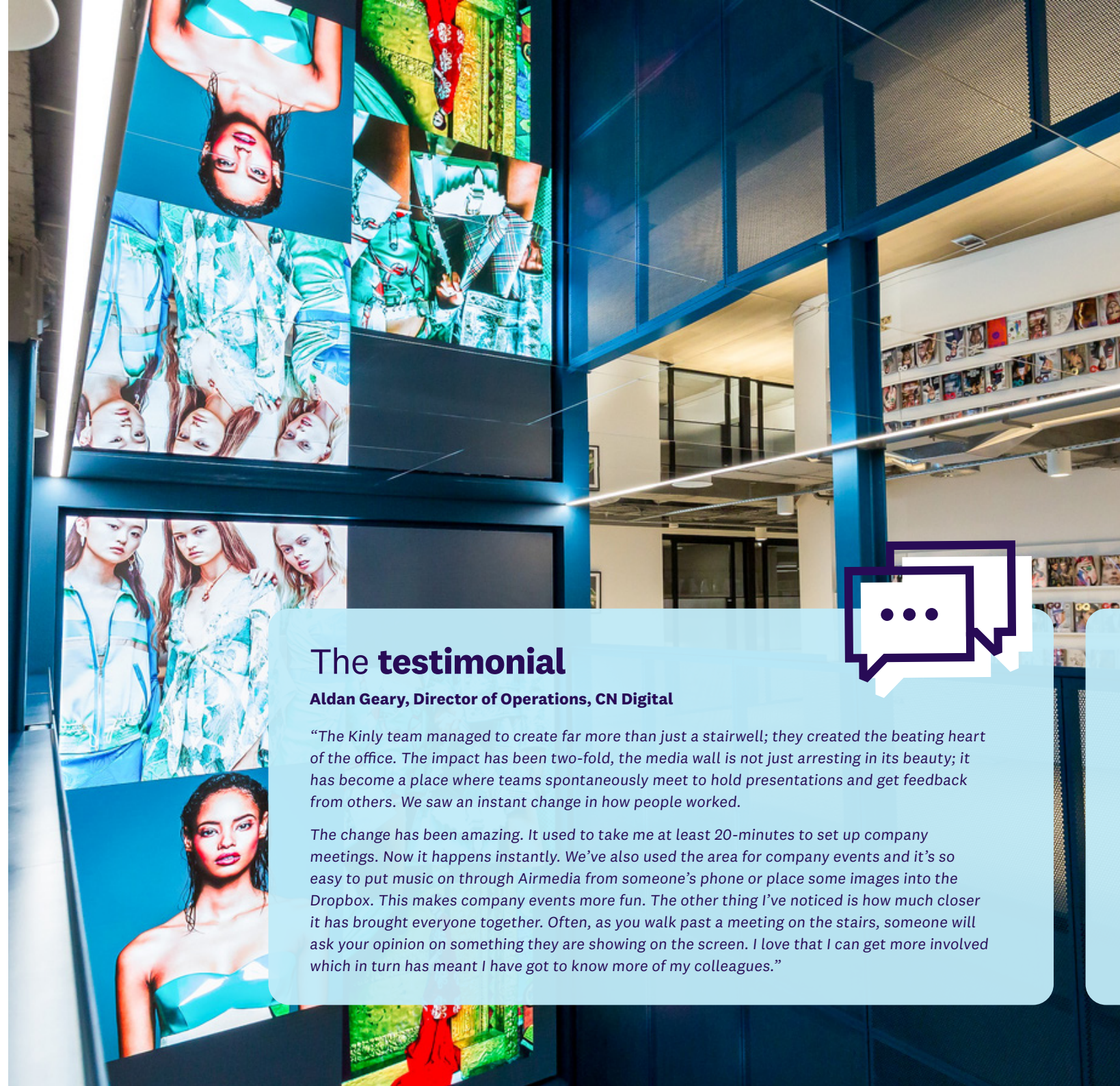
SOLUTION
COMPLEX
AUDIO VISUAL

The **outcome**

What the move team initially thought would be a space for large company meetings and to showcase their digital imagery has evolved into a fully immersive space suitable for the entire organisation.

Why **Kinly**?

Bringing people & technology together for better productivity wherever the work happens — because great things happen when people work together.



The **testimonial**

Aldan Geary, Director of Operations, CN Digital

“The Kinly team managed to create far more than just a stairwell; they created the beating heart of the office. The impact has been two-fold, the media wall is not just arresting in its beauty; it has become a place where teams spontaneously meet to hold presentations and get feedback from others. We saw an instant change in how people worked.”

The change has been amazing. It used to take me at least 20-minutes to set up company meetings. Now it happens instantly. We’ve also used the area for company events and it’s so easy to put music on through Airmedia from someone’s phone or place some images into the Dropbox. This makes company events more fun. The other thing I’ve noticed is how much closer it has brought everyone together. Often, as you walk past a meeting on the stairs, someone will ask your opinion on something they are showing on the screen. I love that I can get more involved which in turn has meant I have got to know more of my colleagues.”

