

GLOBAL ENTERTAINMENT IN KINGS CROSS

Universal Music Group has relocated to the new fast emerging creative hub of Kings Cross.



UNIVERSAL MUSIC GROUP

BUILT WITH:

UNIVERSAL MUSIC GROUP

Pancras Square, London

BUILT WITH:

- ✓ BRAND CONSOLIDATION
- ✓ HEADQUARTER OFFICES
- ✓ SPECIALIST ACOUSTICS
- ✓ TECHNICAL SUITES
- ✓ SPECIALIST IT AND AV
- ✓ BREEAM 'OUTSTANDING'



Project Manager

Rame Consulting

Architect

McFarlane Latter

Quantity Surveyor

Whealers

M&E

Crofton Consulting

Form of Contract

JCT Design & Build

Value

£33,000,000

Size

185,000 sq ft

Programme Period

33 weeks



The move has brought together the music labels of Island, Polydor, Virgin, EMI, Decca, their sister companies Studio Canal, Universal Music Publishing, See Tickets and their associated management teams under one roof.

Their new headquarters incorporates live, listening and recording facilities with exceptional recording facilities similar to the groups' Abbey Road Studios, enabling diverse artists including Ellie Goulding, The Rolling Stones, Take That and U2 to use this central facility. It was important to create a collaborative, creative and stimulating working environment with an urban feel whilst permitting each label to create their own identity. Elegant crittall glazing to the meetings rooms maintain this urban yet professional feel under the exposed concrete ceilings. High acoustic performance is critical for the recording, edit suites and the 24 person screening room. To achieve this, an acoustic floor was 'floated' on high performance acoustic isolation and the acoustic ceilings supported from spring isolators. The building and fit out meets BREEAM 'Outstanding' using the innovative thermal mass for cooling and passive ventilation systems to contribute to energy efficiency. The group now has an exceptional central London headquarters within this growing creative area, a natural home for Universal Music Group with many new opportunities for collaboration and inspiration.

SCOPE AND SERVICES

- High quality Cat B fit out of over 11 floors for 1,600 staff with 11 sectional completions including executive floors, functional core working space with state of the art meeting facilities, town hall collaboration space for 110 staff with broadcast options, a hospitality suite for events and a full cook kitchen and servery.
- High performance live recording studio plus three edit suites on level 1, three writing and listening rooms with three edit suites on level 5, and a 24 person multi-purpose Dolby certified screening room on level 6, roof broadcast facility.

CHALLENGES

- Creating cellular rooms to work with base build low level ventilation system, and creating the right environmental conditions, it was critical to maintain specific isolation and attenuation around this underfloor displacement system.
- Very high acoustic requirements for spaces required protection from both internal sound transfer and from environmental noise - the live room is located beneath office areas and directly above a space planned for an externally managed entertainment venue.

- Working with a changing design during the pre-construction period. BW responded with detailed breakdowns and provided a transparent change process together with live cost reports.

THE BW ADDED VALUE

- All facilities perform significantly better than their existing use achieving a much higher level of acoustic quality. Sound insulation testing was carried out of Universal Music Group existing studio spaces to quantify the existing acoustic performances, enabling appropriate design targets to be quantified.
- BW accommodated extensive changing user needs, helping the client with significant design development during pre-construction whilst adapting the programme to enable these changes to take place.
- BW de-risked the project by thorough investigations in pre-construction. Base build issues were identified early, enabling the base build contractor to rectify the ventilation system and allow a timely start on site.



I enjoy working with the BW team, the overall finish was better than good, very difficult to find something that you could have done better. You tell your subbies what to expect, and they get it - its amazing. Ambient of work on your side.

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