

# 23 Savile Row, London

Eric Parry Architects' proposal is a finely considered contribution that is sensitive to the existing urban fabric of Savile Row. The redevelopment provides the opportunity to create a sustainable office building with retail at ground level that will contribute to the commercial and public life of this area.

Arranged as two wings flanking a recessed central section, the new six-storey scheme consists of 14640sq m of office space with visually permeable retail or exhibition space at ground level. The quality and detail of the new building's finely articulated façade is a respectful response to this conservation area in the heart of London's West End. The self-supporting stonework was conceived as a sequence of punched openings within a stone wall, with each window opening flanked by pilasters supporting a profiled string course. The depth of the facade allows full height windows to the deep office plan.

The palette of materials has been selected primarily on the basis of their aesthetic and suitability within the streetscape. The quality of the natural materials graduates from a heavy base to a lighter top, the dark grey granite base providing gravitas at ground level with Portland Stone used above. The secondary order of the facade at the upper level set back is an aluminium-clad structure with full height glazing behind.

The main entrance is located between the two stone wings and is articulated as a sheer, transparent glazed wall, with a framed metal and glass canopy announcing the main entrance. The project will include a commission for a significant new work of Public Art by the distinguished American sculptor Joel Shapiro. Shapiro has conceived a dynamic artwork constructed of painted, cast aluminium that will form a dramatic but carefully integrated part of the new building's main façade onto Savile Row.

The atrium is conceived as a bright, white space. The back wall of the atrium is a sheer white wall rising from ground to roof level. At each floor the lifts open onto slender bridges projecting from the wall, running the length of the atrium. The atrium stair forms a sculptural element within the space. The building offers flexible office accommodation for use either as a single headquarters or a multilet. To ensure good light and views, the core is situated to the rear of the site, thus providing a clear floor plate around three sides of the site, while the setback massing and depth of the top of the building offers external terraces for the office user.



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