

Art Deco building, The Edison, has been redeveloped with the redesign of the 1930s structure on Old Marylebone Road undertaken by Adjaye Associates.

The project was undertaken by the Manhattan Loft Corporation with main contractor, HG Construction. The company has chosen The Edison as its new headquarters and asked Adjaye Associates to interpret its vision for the building.



CEO of the Manhattan Loft Corporation, Harry Handelsman said: "On first seeing the site, to me, it was immediately obvious that this seemingly ordinary building could be converted into something modern and exciting: a very stylish, contemporary loft development. I wanted to create an alternative not only to what is currently available in Marylebone but also to 21st century office space around the capital"

It was important that the building's inherent character was retained, both internally and externally. To ensure this, the Art Deco style is to be maintained throughout with the existing concrete floors, columns and ceilings remaining although substantial repairs were made.

Externally the brick and render frontage was preserved, and a dark stain wash was applied to transform the overall appearance of the building.



The existing disused 6 storey building on Old Marylebone Road was refurbished and converted to provide luxury office space on the 5th floor and office facilities on the remaining 4 floors below.

The facades were retained with the 5th floor being rebuilt to include a roof terrace and fully glazed curtain wall. The remodelling included windows, full mechanical and electrical systems, toilet cores passenger lifts and all finishings including a sizeable internal water feature.

Client	Manhattan Loft Corporation
Value	£2.5million
Consultants	Adjaye Associates Bevan Boddey Rainford – Architects Bridges Pound – Structural Engineer
Duration	32 weeks

PROFILE