

w3 wilkinsonbyrne

020 8365 8900

wilkinsonbyrne.com

# BACK for MORE

February's office feature takes us to North London where OAD Creative Display have been busy making Wilkinson Byrne's office look stunning.

We asked them to explain how they went about it ▶



1

OAD Creative Display have been designing and supplying the property industry with signage and display solutions since 1985. Formerly Office Aids Displays, the company entered the estate agency market at the height of the 1980's boom, and are now probably the longest established display and refurbishment company operating solely for estate agents.

### Meanwhile in North London...

In 1992 partners Mark Wilkinson and Michael Byrne set up Wilkinson Byrne estate agents in Bounds Green, North London, after leaving Adam Kennedy to launch their own office. With the new start-up budget fairly tight, Office Aids Displays – as they were known then – were called in to install window displays, fascias and general signage for the new office. Fourteen years later, the snappier titled OAD Creative Display team were called back to the office to discuss an image update, as the office had not changed much since the original opening.

Both Mark and Michael had excelled in property development since their original launch, and as a result hadn't paid much attention to maintaining the decor. Needless to say, the office had become run down and was in great need of a new lease of life. Mark Wilkinson remembers he told OAD, 'We either go for it or we close it... there's no in between!'

So OAD went for it! It was time to put Wilkinson Byrne back on the North London map...

The first step for OAD was to re-invent the company and give it a fresh, clean, new look complete with a new vibrant logo. This image was then successfully transferred throughout the company with striking results, providing a classy and exciting environment to do business in.



2



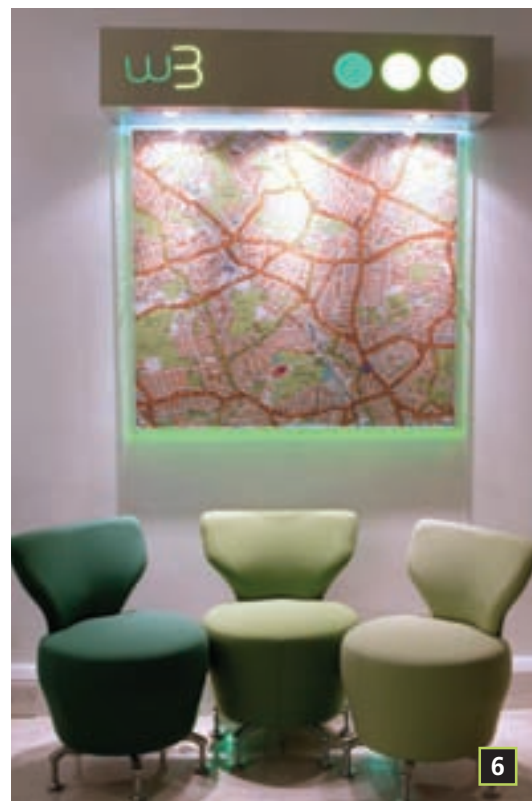
3



4



5



6

**Picture 1 & 2**

The original tired office complete with original 1992 window display

**Picture 3**

The new office at night

A brand new toughened glass shop front was installed to maximise natural light and frame the clean, fresh, inviting interior.

**Picture 4**

New office in daylight

The rear illuminated stainless-steel fascia was colour matched to the minimalist shop front frame. The use of powerful tryphosphorous high-bright fluorescent lighting maximised the halo effect 3D lettering that was cut into the stainless-steel. The twin LCD drop down screens allow constant moving news coverage, sport and property presentations, catching the eye of the passer-by.

**Picture 5**

Free-standing window display

The free-standing window display formed in 20mm acrylic creates a stunning all glass appearance, providing an impressive centre piece. The website address was engraved directly into the acrylic unit, and stainless-steel fittings compliment the easy access property pockets.

**Picture 6****Reception, seating and map area**

The challenge of creating a reception area with limited space was achieved by using three various green coloured funky pod seats with a striking yet functional bespoke map set above. Fitted above the map is a stainless-steel lighting unit with integrated colour logo. The unit allows downward map illumination, front logo illumination and map edge lighting all in one.

**Picture 7****Embossed wall web logo**

The large expanse of white wall was complimented with an individually lettered embossed 20mm web wall logo, allowing the shadows to create the desired 3D effect.

**Picture 8****Illuminated back wall logo**

The 3D stainless-steel cased logo was set on 20mm bevelled edged acrylic, with a watermark logo lightly engraved into the surface. Bright green LEDs create different lighting effects by day and night.

**Picture 9****Internal office**

A stunning marble floor was installed to create a luxury hotel lobby feel. The effect of the skirting level LED lighting reflecting into the floor brings it alive at night. Clean glass and stainless-steel desks were complimented by comfortable bench style seating.

**Picture 10****Internal office**

The stylish curved back partition wall was created to conceal the unsightly mass of back office equipment and also act as a colourful backdrop for the wall logo. The use of simple colour co-ordinated wall art was a refreshing change from cramming more property onto the wall ■

Roy Chisnall of OAD told us, 'Handing an office back to the owners completely transformed still gives us ultimate satisfaction and a sense of pride in what we achieve. Many clients have been impressed when additional touches have been made to the office at OAD's own expense... it's these little extras that make us a little bit different and a more personal team to deal with.'

'For nearly 23 years OAD Creative Display have been creating stylish solutions for the estate agent. Whether you require a full office re design and refurbishment, a new corporate logo or brochure or just have a broken window card holder that needs fixing, we can assure that our knowledge and service is second to none. After all, Wilkinsons Byrne came back to us after 14 years!'