

## HOME

### **BAUENCORP, making space work for you...**

Interior Architecture

Building Evaluation

Strategic Planning

Project Management

Design & Build

Retail Design

## PROFILE

### **Who is Bauencorp?**

#### **Bauencorp**

Bauencorp, founded in 1994, is a firm of architects and interior designers working together to provide a comprehensive and integrated professional service.

Since the formation of Bauencorp, we have completed over 3,000,000 square feet of commercial interior architectural projects, 490,000 square feet of strategic planning and 235,000 of retail design.

#### **Bauencorp is unique in its approach to interior spaces**

As architects specialising in interior fit-out we can apply our training and understanding to buildings and their components.

As project managers, the client receives the benefit of years of experience in the management of the full process from the definition of client's requirements through to the creation of spaces that enrich and enhance the workplace environment.

#### **Retail studio**

Bauencorp's retail studio provides a broad range of services including store design and evaluation, Building Regulations, Planning permissions, Prototype design development and new build extensions to existing premises.

Our retail studio has completed over 235,000 sqft of retail design in over 35 different store locations throughout the UK. We have assisted major US and UK retailers to develop their design standards as a brand 'bible' for their roll out and re-branding programmes.

#### **Maintain an independent position**

Commercial interior design is our business; we do not have conflicting loyalties to furniture manufacturers or contractors. Our fees are based upon the RIBA contract unlike the Design and Build formula.

#### **Combined US and UK experience**

We have assisted numerous US clients in the difficult task of co-ordinating a construction process long distance.

A major factor in the success of Bauencorp is the combination of our UK and US professional practices and experience.

### **Fully integrated "state-of-the-art" CAD system**

Our computers are fully networked incorporating the latest Microsoft software including AutoCAD 2000. Our network includes Mac based systems as well as PCs with the capacity to develop graphic presentations and 3D models.

## **Project Approach**

### **Respond to the Client's requirements**

Bauencorp is an architectural firm that understands the needs of business.

We approach each project with a methodology by which we can generate solutions in response to your particular requirements and add value to your organisation.

### **Create a business solution**

There are profits to be gained through a move; however, it is important to understand the options available.

Bauencorp works with our clients to develop the best possible working environment.

### **Design with the budget and programme**

Bauencorp as designers and project managers, design your space and co-ordinate your move-in, on time and within budget, with the least disruption to your daily business.

## **Guiding Principles**

### **Our clients come first**

Our paramount commitment is to our clients. Bauencorp can prosper only if we provide services of genuine value. We work for our clients first, for without them there is no Bauencorp.

### **Design is part of everything we do**

We strive continually for superior quality.

Bauencorp considers the cost, time and works for an equal balance of quality, function and aesthetics.

We interpret the client's specific requirements into a design that adds value to your organization.

### **Maintain professional standards**

We observe the highest ethical standards. This means that Bauencorp always serves clients with integrity and trustworthiness

### **Do our job cost-effectively**

Each member of Bauencorp shares responsibility to produce the project efficiently and productively. Appropriate specifications and design achieve the greatest value both aesthetically and functionally and guarantee project delivery within the budget.

### **Focus on issues and concerns of our clients**

Bauencorp creates design that responds to the clients desired aesthetic and functional requirements and provides the best working environment. Each client receives the full benefit of our knowledge and experience.

## **SERVICES**

Each project is distinctive in its style, character and image reflects the specific individuality of the client. We tailor our services to meet the distinct project goals. The services provided include:

Analysis and strategic planning  
Workplace analysis  
Building appraisal and evaluation  
Space planning and interior design  
Change management  
Project management  
Retail design and rollout  
Brand development

## **PORTFOLIO**

### **Clients**

Our clients and the size of our projects have ranged from major new facilities to small departmental renovations and come from some of the world's leaders in financial, legal, media, consulting, corporate and retail businesses. We are proud of the fact that many of our clients continue to return to Bauencorp for their on-going facility changes.

Aegis Group plc  
AESGP: The European Proprietary Medicines Manufacturers' Assoc.  
Aquascutum Ltd  
Bank of America  
BA Robertson Stephens International Limited  
Bain & Company  
Boston Consulting Group  
Canary Wharf Limited  
Chevron UK  
Credit Agricole Indosuez  
De La Rue plc  
The Depository Trust Company  
divine  
Dorsey & Whitney  
EMA: The Agency for the Evaluation of Medicinal Products  
Entergy Power Group  
Foreign & Colonial Ventures Limited  
Fox Williams  
Gap  
Gemini Consulting  
Graphite Capital Management  
Holme, Roberts & Owen  
Intergen (UK) Ltd  
International Grains Council  
J Sainsbury plc  
Lansdowne Partners  
Lowe Healthcare  
McCarthy Tétraut  
McKinsey & Company  
One 2 One  
Osprey Maritime Limited  
Personal Investment Authority  
Paragon Group  
Regus  
Sephora  
Shearman & Sterling  
SilverStream Software  
S J Berwin & Co  
Taylor Nelson Sofres plc  
Thales  
The Kingstreet Group

The Society of Motor Manufacturers & Traders Limited  
Tommy Hilfiger  
Vinson & Elkins

## **Gallery**

Aegis Group plc  
BA Robertson Stephens International Limited  
Bain & Company  
Boston Consulting Group  
Depository Trust Company  
Gap  
Gemini Commercial Investments Ltd  
Graphite Capital Management  
Holme, Roberts & Owen  
J Sainsbury plc  
Paragon Group  
S J Berwin & Co

## **Project Pages**

### **Aegis**

The original design for the Aegis space in Portman Square House was for Osprey Maritime Management. When Osprey moved out of the space Bauencorp was asked by Aegis to revise the space to meet their specific needs.

Aegis was moving out of an older Knightsbridge building where most of the staff were within individual offices. The executives of Aegis wanted to take advantage of the openness of the Portman Square House space while allowing for the separation of spaces. Bauencorp developed alternative studies ranging from an increase in offices to a revision of the furniture layout. The final revision to the space created individual open plan workstations, maximised the storage and updated the audio/visual capabilities throughout all the meeting rooms.

### **BA Robertson Stephens International Limited**

Bauencorp assisted BA Robertson Stephens in the opening of their first offices outside the United States. BA Robertson Stephens International Ltd provides full service investment banking services. The original task was to construct the trading area within a five week deadline. Following the successful opening of the trading area, the administrative area and general office were completed with a total on-site time of two months.

Bauencorp coordinated the standards set by San Francisco with the availability of products within the UK market. Bauencorp project managed the team of consultants and contractor and without the presence of a client in the UK, acted as the client representative.

Further revisions to the space were carried out as BA Robertson Stephens grew. Bauencorp assisted them in an in-depth study of the West End market and prepared plans for their new location during the time following their acquisition by Bank of America.

### **Bain & Company**

Bain & Company was relocating and wanted to use the opportunity to develop and challenge their existing working practices. Previously only the partners were within offices. The managers felt they would benefit from having a private office, however, they were concerned that the open culture would suffer. Bauencorp developed a

system of partially glazed offices with a sliding glass door. The offices were grouped in banks of four each opening out onto the team space.

### **Boston Consulting Group**

The original assignment for BCG was to review their existing space to determine if there were ways in which their space could be better used. The result was the reorganization of the occupants allowing for 29 additional staff positions without any revision to the space and much-needed time to review the possibility of relocation.

After a review and costing of moving versus refurbishment, it was determined to add an additional half floor and refurbish the existing full floor. The new floor was constructed and allowed for "swing" space while the existing area was refurbished in two phases.

### **DTC**

The Depository Trust Company requested Bauencorp to project manage their move to London. DTC had identified the City of London for their first offices outside New York City. We assisted DTC in the review of several buildings before the Commercial Union building was selected. Since the company was new to London the space required flexibilities as well as the ability to accommodate both small as well as large presentations. Bauencorp managed the entire project from stationary ordering to co-ordination of equipment, IT and supplier accounts.

Bauencorp has recently completed a revision to the existing space to incorporate a new unit moved to London from New York.

### **Gap**

**Gap Stores:** Bauencorp has worked with GAP on their major expansion in the UK market, which took the company from being a niche brand to a household name. In just 30 months, Bauencorp opened 34 stores for GAP in all regions of the UK from Glasgow to Exeter, from Bristol to Ipswich. Bauencorp also carried out feasibility studies on projects in London, Aberdeen and Oxford to assess the feasibility of sites for use as modern retail outlets. The rollout programme involved a broad range of services including Building Regulations, Planning permissions, Prototype design development and new build extensions to existing premises. Bauencorp opened the flagship store on Brompton Road in 2000 after an extensive process of landlord enabling works had been completed involving close design coordination with GAP.

**Gap HQ:** Bauencorp has worked with Gap on the design and construction of their corporate offices on Bruton Street. Since the original project we have assisted them in several revisions and additions. The challenges included revising and updating facilities with both space limitations as well as project cost restrictions. The additional challenges including incorporating the furniture standards and finishes requirements from the United States while maintaining tight controls on the cost and programme. We undertook two additional projects within the space that required moving the construction unit and the showroom facilities into Berkeley Square House and then remodelling the vacated spaces while in occupation.

### **Gemini Commercial Investments Ltd**

Bauencorp was retained by Gemini Commercial Investments Ltd to assist in the remarketing and development of the building. Bauencorp repositioned the building entry along Appold Street allowing for the building to benefit from easier access to Liverpool Street Station and the Broadgate development. The new entry was a glass canopy which opened up to the new lobby. The finishes of granite flooring and Aspen wood paneling demonstrated the potential for refurbishment. The relocation and redesign of the lobby allowed for a new security entrance desk and for easy control to

the building lifts.

### **Graphite Capital Management Limited (formerly Foreign & Colonial Ventures)**

Graphite Capital Management Limited, formally Foreign & Colonial Ventures, is a leading player in mid-market private equity in the UK. In 1997 Bauencorp assisted F&C Ventures with their move into Berkeley Square House. And in 2001 Bauencorp was asked to revise the space to incorporate two additional client meeting rooms and revise the post, file and supply rooms into one room. The project reflects the quality Graphite Capital provide to their clients. All offices are glass-fronted opening on to the central administration area. The boardroom opens to combine with the presentation meeting room to become one large reception area.

### **Holme, Roberts & Owen**

Bauencorp has assisted Holme, Roberts & Owen over the years as the firm has grown. The most recent project consisted of a relocation and update of the facilities for this growing American law firm. The original design anticipated the growth of the firm and all the furniture and fixtures were designed to be relocated into the future office.

In the new offices on Saville Row all existing furniture was incorporated into the offices with additions where required. The design of all the individual offices anticipated expansion and allowed for the adaption into double occupant offices. The electrical and furniture sizes within the offices will allow for this growth without costly disruption later. The reception flooring is stone with a solid timber wall separating it from the library and client conference rooms.

### **J Sainsbury plc**

**Signage Manual:** Bauencorp was asked by J Sainsbury to assist in the interpretation of their 'Living Orange' branding into a system which would allow the new brand to be used in their rollout programme.

The new branding required a new set of documentation to explain to a growing number of professionals how to implement the 'look'. The external signage was proving problematic as it by necessity conveyed a number of complex signals incorporating 'families' of signage. Bauencorp was able to simplify the package by identifying three typical store formats and basing the signage documentation on explaining the implementation of the signage in each format.

The graphic representation was completed in-house and the final documentation was issued in both printed and electronic formats.

**Local Store Roll out:** Our knowledge of the new 'Living Orange' branding was required for the rollout of the first stores for J Sainsbury joint venture with Shell incorporating the J Sainsbury 'local store' format into Shell petrol stations. Bauencorp took the stores through the feasibility and design development stages on an accelerated programme. Bauencorp was able to produce 3D rendered external and internal views of the stores including store layouts on AutoCAD for sign off by Store Development.

### **Paragon Group**

Bauencorp assisted Paragon Group in the development of both their regional corporate headquarters as well as their marketing offices within a major urban building. The design and level of finishes within the fit out emphasised the quality of the product that Paragon Group represented. The serrated corners on the building allowed for twelve executive offices and highlighted the views.

### **S J Berwin & Co**

Bauencorp was asked to review the space allocation within S J Berwin's existing

offices on Gray's Inn Road. The space was basically cellular, however, some fee-earners were in open plan.

S J Berwin had occupied the building for a number of years and felt that the space needed updating both visually as well as technically. Bauencorp developed a "prototype" solution for the space that incorporated additional offices and built in storage. In addition, we designed and moved a department into temporary spaces on Gray's Inn Road.

### **What are your needs**

Sometimes factors outside your control drive your decision-making process;

- You are outgrowing your space;
- A merger has required you to restructure your business;
- The lease is about to expire;
- You are downsizing or are required to reduce your property expenditures;
- You are constantly analysing your space usage and the options available to you to optimise space allocation and minimise costs.

Bauencorp can help you to make the right decisions. We are experienced in all aspects of how to make space *work* for you.

Click on a subject on the left relating to your needs to see how we have already helped clients in many ways to achieve their goals.

### **Looking to move**

It can be daunting when looking for a new property; where to start and to whom to listen. No two properties are the same; Bauencorp assists clients in the review of the options available and the suitability of the space to meet your needs as well as commenting upon the potential fit out costs. Bauencorp can advise which is the best building or location for the profile of your company, advise on the flexibility of the floor plate configuration, and report on the structural, mechanical and electrical fitness of the building. Being architects and space planners we can judge whether it is going to work for you before you sign the lease. The due diligence process is important and often forgotten.

### **Relocation**

Sometimes there is nothing else to do; a move is inevitable. You've out-grown the space; you are downsizing the operation or the lease is up. Before you is a great opportunity to change internal cultures and external profile. Bauencorp has advised many companies on how to maximise this opportunity. Before the move is made Bauencorp can advise on real estate location and through building use surveys, advises on which building will suit the client best. Once the decision is made Bauencorp can advise on contract formats, recommend construction methods and other professionals. The process will be a part of your corporate strategy and the design will reflect your needs.

### **Expanding**

Expanding is the most difficult phase in any business. If your present premises are too small, Bauencorp can help you analyse the strategies for expansion, relocation may not be the most cost-effective response. Are you using the space you have most efficiently? Bauencorp has advised companies on how to expand and stay put, as well as how to relocate.

### **Restructuring**

Corporate strategies are under constant revision; corporate cultures must change to remain relevant. Bauencorp has helped many companies through the positive experience of change.

### **Merging**

Space requirements have changed since two companies came together, offices

will need to be rationalised and corporate cultures brought together. Bauencorp is experienced in the important job of advising and merging your offices and your new corporate culture.

### **Refurbishment**

Like all organisations, your company has to maintain the best possible image to clients and, to an increasing degree, your employees. From time to time you will require reorganisations of departments, redecoration of key areas, additions to facilities and resources. Maintenance need not be disruptive; it can be beneficial to your performance as a company and to the performance of your workforce. We are proud of our record of repeat work from our clients, and no job is too small. We come back to move doors - when required!

### **Establishing an office in UK**

Bauencorp has helped numerous companies to establish a European presence in the UK. Bauencorp has advised many companies on how to avoid the pitfalls and gain maximum benefit from the decision to move to the UK. Bauencorp can advise on the real estate decision through building use surveys and advise on which building will suit the client best. Once the decision is made Bauencorp can advise on contract formats, local authority planning and building regulations, recommend construction methods and other professionals. The process will be a part of your corporate strategy and the design will reflect your needs.

### **Retail rollout in UK**

You are expanding your market presence or pushing through a major remodelling programme, you want to develop your brand. You will need professional partners who understand the process of retail rollout and can enable you to grow or regenerate without losing sight of costs. Bauencorp has helped retailers to grow their store base and become established in the UK. We have experience of working closely with store development and can design the prototypes as well as work with existing branding to develop new stores or remodel old stores.

### **Brand management**

All retailers require brand design standards, but often have not been able to pull all the elements together to support an effective resource for all the professionals who are part of the process of store development. The current climate demands that retailers be committed to brand excellence and be persistent in their efforts to drive down costs. Bauencorp understands how to interpret your brand into a buildable cost effective programme. We have created design standard packages for retailers as well as brand implementation documents.

### **Change management**

Bauencorp is experienced in advising on the potential impact of corporate "change". Often a corporation or business will approach the process of implementing a strategic change without even thinking about the possibility of spacial changes. Strategic transformation or reengineering can only be fully accomplished when the space design is incorporated into the managerial changes. The strategy, execution and management of the transformation require changes in the working practices, which should be reinforced by the workplace design.

## **CONTACT**

Amanda Frame

23 St James's Gardens  
London  
W11 4RE

t: 020 7603 8217  
f: 0870 131 6628

information@bauencorp.com

## LINKS

### Client Links

Aegis Group plc	Media Services and Market Research
Bain & Company	Management Consultants
Boston Consulting Group	Management Consultants
Canary Wharf Group plc	Property Group
De La Rue	Security Printing
Depository Trust Company	Custody of Financial Instruments
EMEA	European Medicines Evaluation Agency
Fox Williams	Law Firm
GAP	International Retailer
Graphite Capital	Mid-market Equity Capital
Holme Roberts & Owen	Law Firm
Intergen	International Power Generation Firm
J Sainsbury plc	Grocery Supermarket
One-2-One	Mobile Telephones
Regus Limited	Office Facilities
BA Robertson Stephens	Investment Bankers
SJ Berwin	Law Firm
Sephora	Retail Beauty Chain

## Consulting

### Bauencorp Consulting

Martin Frame CA	Mobile +44 (0)7711 519 235
Bauencorp Consulting	Office +44 (0)20 7603 8217
23 St James's Gardens	Fax +44 (0)870 131 6628
London	E-mail martin_frame@bauencorp.com
W11 4RE	

Bauencorp Consulting provides a fresh, practical, hands on consulting service that gives busy finance directors an independent view of their businesses financial health. It also provides pragmatic international business advice in strategic business planning, mergers and acquisitions and interim management.

### Financial health check

- Management reporting;
- Competitor analysis and tracking;
- Product or service costing;
- Credit management;
- Cashflow management;
- Business review.

### Strategic business planning

- Analysis of business and benchmarking with competitors;
- Preparing alternative strategies and review market options;
- Evaluating risks and benefits;
- Analysing budgets and business plans to achieve strategic aims;

- Agreeing and implementing plan with key managers.

#### **Mergers and acquisitions**

- Define business strategy and market opportunities;
- Identifying suitable businesses to acquire to compliment strategy;
- Negotiation and valuation of acquisition;
- Tax planning and funding of deal;
- Due diligence and legal documents;
- Post acquisition merger implementation.

#### **Interim management**

- General management function during the absence of a Senior Director;
- Manage finance function during absence of permanent Finance Director;
- Recruit and train staff in new procedures during periods of change;
- Review and implement out-sourcing opportunities;
- Use activity based management accounting to assist management in prioritising cost benefits;
- Create business-reporting pack that measures achievement compared to strategic goals.

#### **Management experience**

Martin Frame, the principal of Bauencorp Consulting is a Chartered Accountant who has many years' media experience at the most senior level in marketing, advertising and market research. He has been the Group Finance Director of a FTSE 250 listed company for ten years with worldwide interests in market research and acquired over 200 companies in over 40 countries. These involved funding via rights issues and syndicated bank debt and major change management.

He is a Council member of the Institute of Chartered Accountants of Scotland.