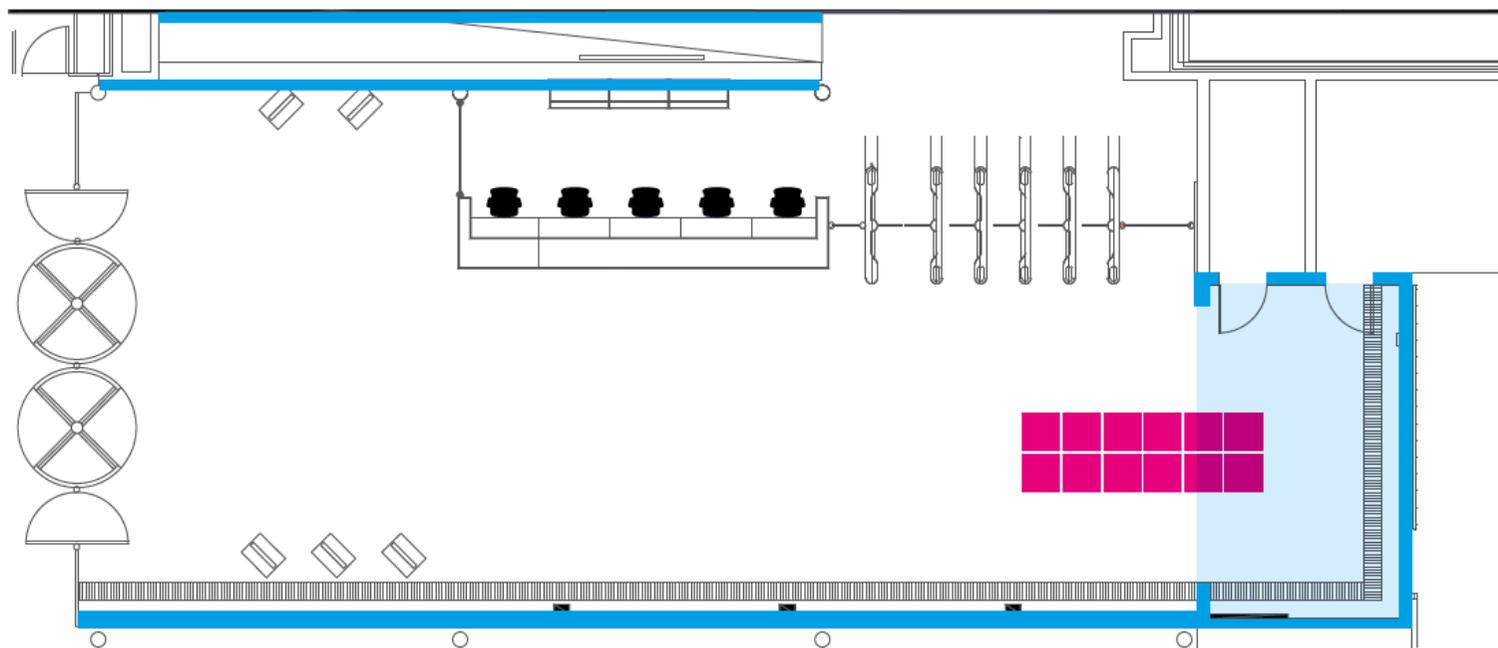


## Annex 1: Design work (Reception Area Refurbishment)

Diagram of 1 Victoria Street reception area in scope (areas of scope are in blue)

Floorplan proposal  
areas of focus in blue



## Reception wall

Internal view from window looking towards reception area. Set over three lines the 3D typography on the wall reflects BEIS Vision wording.

Reception wall  
3D type attached to back wall,  
wall painted dark grey from  
BEIS colour palette. Side profile  
of words use blue from BEIS  
colour palette.

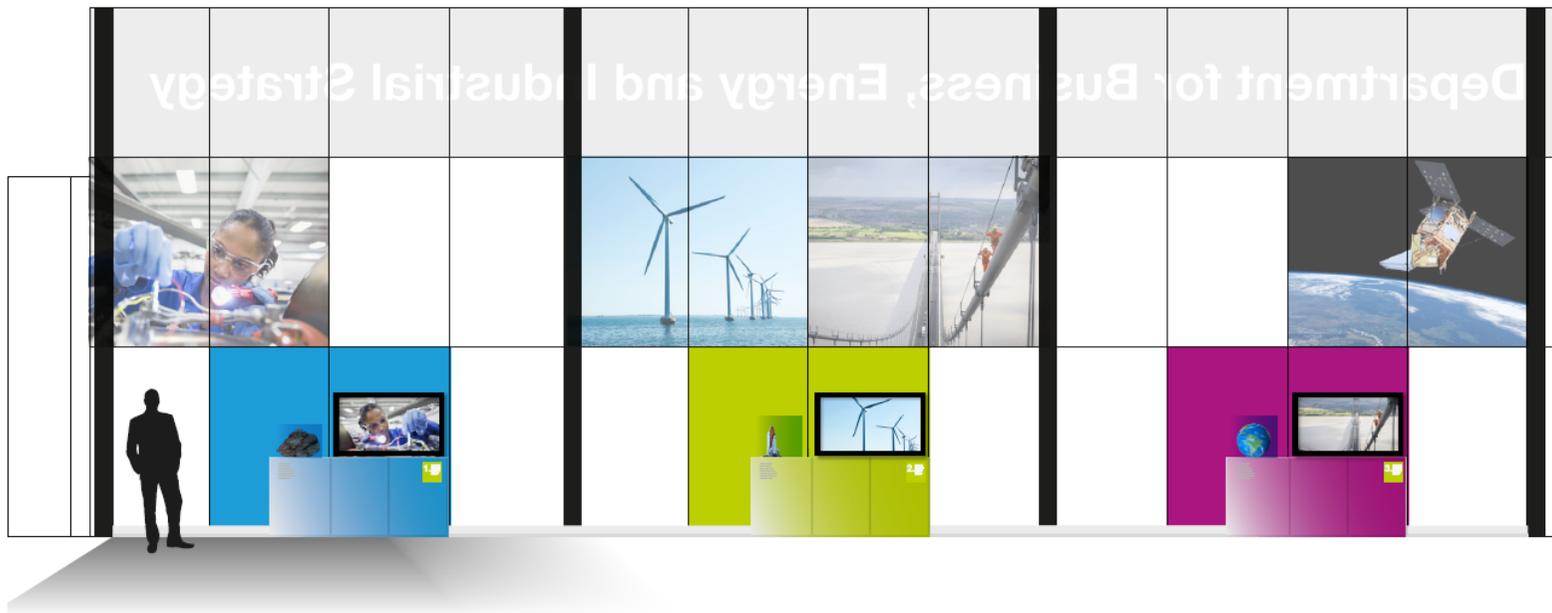


## Window area

Internal view from reception desk looking towards large window area. Cabinets that support digital screens provide an effective cabling solution and exhibit space.

### Window area

Including full colour opaque and light permeable applied vinyl graphics and double sided digital screens. Bespoke lockable safety glass display cases to conceal screen support and cabling.



**Window area (continued)**

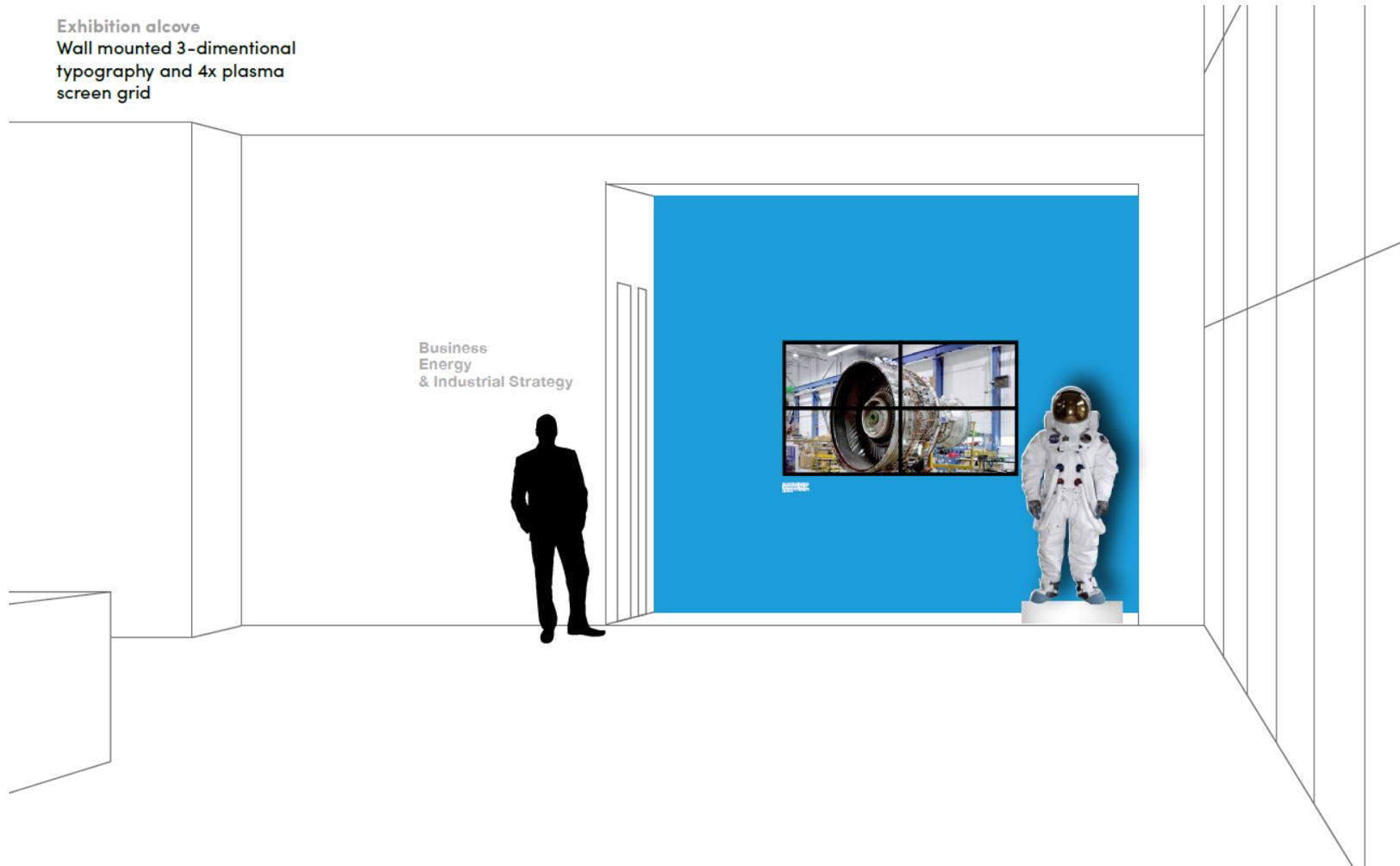
External view from Victoria Street looking into the BEIS reception area.



## Exhibition alcove

Internal view towards exhibition alcove. This alcove presents opportunities to showcase campaign specific content through digital channels (digital screens) and non-digital channels (exhibit plinth).

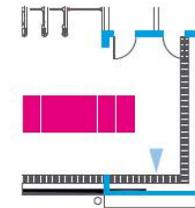
Exhibition alcove  
Wall mounted 3-dimensional  
typography and 4x plasma  
screen grid



## Exhibition alcove (continued)

Internal view towards exhibition alcove. This alcove presents further opportunities to showcase campaign specific content through and non-digital channels such as mounted graphic panels shown below.

Exhibition alcove  
3x batton-mounted  
high-density foamcore  
graphic panels



**Exhibition overview**

Internal view towards window area and exhibition alcove.

Exhibition overview

