



## TOG opens next-level workspace in London's Knowledge Quarter

With design by Universal Design Studio, distinctive and flexible workspace is offered to enterprises of all sizes at 210 Euston Road



Entrance lobby of 210 Euston Road. Photo by Simon Bevan.

On 5 May 2022, the premium flexible workspace provider with a platform of more than 50 buildings across the UK and Germany, opens the doors of its 40th London workspace: 210 Euston Road, in the heart of the prestigious Knowledge Quarter. At 69,000sq ft, the seven-floor building will be one of TOG's largest workspaces to date, as well as its first to launch in the wake of the Covid pandemic.

### 'The HQ of tomorrow'

From the British Library to the Wellcome Trust, University College Hospital to the Bartlett School of Architecture, the stretch of Euston Road between King's Cross and Fitzrovia is lined with learning. It is the main artery of London's burgeoning Knowledge Quarter – the cluster of world-renowned institutions that have helped turn the area into a magnet for international businesses, and the London home of the likes of Facebook and Google.



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Once the home of the Aga Khan Foundation, 210 Euston Road has been thoroughly and sensitively redeveloped by TOG and the project design team, Universal Design Studio (Universal), with the global return to the workplace in mind. Two of the upper floors are designed for individual businesses with space for up to 150 workstations, while the other floors are devoted to smaller office units and, on the lower floors, co-working, with more than 800 workspaces throughout the building (and capacity to configure the space for more as clients need). All workspaces have been designed to accommodate TOG's vision of new hybrid working cultures and the role of the office as a versatile hub for collaboration, characterised by inviting and agile space.

*"We're excited to share our take on the next-generation workspace. We designed 210 Euston Road at a time when the purpose of the office was being questioned. We knew it had to be a destination in itself, to offer a reason for people to want to come into the office. We have focused on designing for interaction, connection and collaboration, supported by amenities that make our members' lives easier.*

*Located right next to Euston Station, in the heart of the Knowledge Quarter, 210 Euston Road complements our existing London portfolio and confirms TOG as one of the leading flexible workspace providers in the King's Cross area."*  
– Toby Ogden, Chief Commercial Officer, TOG



TOG's 210 Euston Road designed by Universal Design Studio. Photo by Simon Bevan.



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Workspaces and floor plans have been designed to be easily adapted or reconfigured to suit the evolving needs of tenant businesses, so they are as future-proof as possible to evolving technologies and shifts in working culture, and are able to accommodate expanding teams as companies grow.

*“The Knowledge Quarter is the epicentre of London’s thinking economy and the repository of its knowledge – both ancient and modern. The KQ has a big part to play in driving UK innovation, and the opening of a new workspace such as TOG’s is an exciting sign that momentum is still growing – for anyone interested in shaping the future, this is the place to be.”*

– Jodie Eastwood, Chief Executive, Knowledge Quarter

## A contemporary institution

Interiors have been designed and detailed in collaboration with Universal Design Studio’s inspired architects, who have brought their detail-driven focus to bear on every inch of the workspaces. 210 Euston Road is Universal’s’ third interior collaboration with TOG, and continues their approach of letting the location inform the tenor of the design. In this case, TOG and the Universal team looked to the building’s Knowledge Quarter surroundings, and in particular its numerous learning and research institutions, and set out to create their own modern-day institution: ‘a place to establish crucial connections to achieve productive partnerships, fruitful networks and creative interaction’.

*“We studied the architecture of the buildings in the Knowledge Quarter (the British Museum, Royal College of Physicians and UCL) and tried to disseminate some of these learnings into our design. We wanted the design to reference an institution, without being institutional. One of the hero points of the design references the traditional reading room. To echo this we created a hidden co-working lounge – a space that cannot be seen from the outside and its hidden nature lends to the feeling of privilege to be there. Similarly, institutions of this kind also have ample space for public interaction. At 210, everyone has access to the front half of the building, which hosts a cafe, large reception and a residency space. These ideas embody a contemporary institute, providing a space to exchange knowledge and ideas while naturally fostering collaboration.”*

– Carly Sweeney, Associate Director, Universal Design Studio



210 Euston Road interiors by Universal Design Studio. Photo by Simon Bevan.

Seamlessly weaving together the practical functionality of the workspace with the aesthetic standards associated with luxury hospitality settings, TOG and Universal have delivered a bright, richly detailed environment full of warmth and texture – from the grand and contemporary oak-clad reception all the way up to the parquet-floored, cork-ceilinged bar and event space the top floor.

One of the key design challenges was reconciling the depth of the building with the need for natural light. Here, the design reference of the institution helped provide a solution – instead of close-off corridors, colonnades and arcades help break up spaces, keeping the building bright throughout and allowing views to the outside.

In keeping with TOG's retrofit approach, the interiors have a characterful but timeless feel, ensuring each space balances understated elegance with confidence in its design. Furniture was selected to feel classic and contemporary, deployed in formal arrangements and accompanied by large-scale textiles and over-sized stripe motifs to evoke confidence and order, with many built-in furniture elements conveying a sense of quality and permanence. The interior palette is also rooted in the institution, with a base of creams and natural timber given depth by aubergine notes and warmth by accents of yellow and blue.



210 Euston Road features distinct zones for working, collaborating and unwinding. Photos by Simon Bevan.

## A workspace worth coming back to

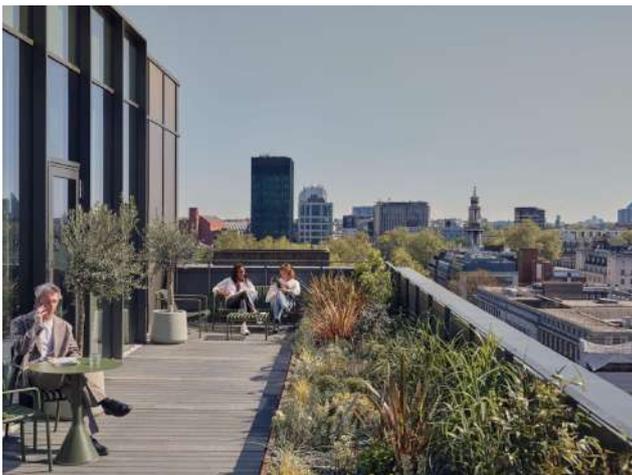
Now, in the heyday of hybrid working, a desk and a task chair are insufficient to incentivise teams to return to the office. Employees expect more from their workplace – inspiring design, life-enhancing amenities, comfortable areas to work or to relax – and the freedom to move between them as they like.

Making the most of the proven causal connection between wellbeing and productivity, every square foot of 210 Euston Road has been conceived with a focus on the quality of user experience. Rather than attempting to cram in as many rentable workspaces as possible, TOG have incorporated a broad range of state-of-the-art amenities for members, including a fully equipped fitness room, showers, a dedicated wellness room for anyone needing peace and privacy, a study, and storage for bikes. In addition to top-flight coffee stations on every floor, the building has an on-site café run by the Caravan team and, on the seventh floor, a members' bar for winding down after work.



Benefits include a Peloton studio and coffee by Caravan. Photos by Simon Bevan.

One of the building's biggest benefits is an unusual abundance of outdoor space, care of 16 generous terraces high above street level, offering sweeping views over King's Cross. Access to the open air, teamed with floods of natural light and Universal's considered, human-centred design, makes 210 Euston Road a stimulating and appealing place to do one's best work.



210 Euston Road roof terrace. Photo by Simon Bevan.



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## Equipped to perform

TOG has ensured that the building includes workspaces of every kind: private booths for video and phone calls, large tables to gather round and share ideas, lounge spaces for casual working, quiet study spaces for more focused tasks, and breakout areas for moments of downtime. Whatever the nature of the work to be done, 210 Euston Road contains the perfect space in which to do it.

Twelve bookable meeting rooms of varying sizes are integrated with the latest video-conferencing technology, allowing for collaboration with clients and colleagues both on site or elsewhere in the world, while pockets of flexible lounge-style seating and tables on the terraces allow for informal gatherings with teams, coworkers, and fellow TOG members. A self-contained day room with meeting and breakout areas is ideal for hosting away days or team projects.

## Configurable, customisable and commutable

The offices of 210 Euston Road are available fully fitted out and furnished, so companies can move straight in and get going smoothly and seamlessly. Alternatively, TOG operates a holistic customisation service to ensure the space is configured to meet the needs of the client, and styled to match its culture and identity – including lighting, acoustic solutions and soft furnishings.

The launch of 210 Euston Road on 5 May represents an opportunity for ambitious enterprises to position themselves in a modern centre of innovation and learning, surrounded by some of the world's most exciting brands and respected institutions. With Euston Station, Kings Cross and St Pancras International all just a few minutes away, the building is highly commutable, and situated at a major London gateway, both national and international.

For both TOG members and progressive businesses looking for a new London base, tailor-made for hybrid working, 210 Euston Road will make a very appealing proposition.

Businesses interested in TOG office space should visit [theofficegroup.com/uk/210-euston-road](https://theofficegroup.com/uk/210-euston-road).

To find out more about TOG and 210 Euston Road, or to request images or renders, please contact [tog@zetteler.co.uk](mailto:tog@zetteler.co.uk).



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## Notes for editors

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### TOG

Founded as The Office Group in 2003 by Olly Olsen and Charlie Green, TOG is a leading provider of design-led workspaces, operating more than 50 buildings in London, Leeds, Bristol, Berlin, Hamburg and Frankfurt. TOG's portfolio of workspaces now serves more than 17,000 people, including both individuals enjoying flexible multi-workspace membership and enterprise clients leasing complete offices and buildings.

[theofficegroup.com](http://theofficegroup.com)

### Universal Design Studio

Universal Design Studio was founded in 2001 by Edward Barber and Jay Osgerby in Shoreditch, London. The studio is driven by a deeply held belief in the transformative power of well designed, finely crafted spaces with a process rooted in design – led by strategy and research. The studio's work foregrounds the experience of the people that inhabit its spaces, with an emphasis on adaptability and rigour.

Over the past two decades, Universal's portfolio has grown to encompass hotels and restaurants, retail environments, workspaces, residential, master planning and public realm design. Alongside this, the studio has executed culturally significant projects for galleries and cultural institutions across the globe. Clients include Ace Hotel, Fortnum & Mason, At Six Stockholm, The Office Group, Rimowa, the Victoria & Albert Museum, IBM, Google and Frieze Art Fair, among others. The studio is co-directed by Jason Holley and Paul Gulati.

[universaldesignstudio.com](http://universaldesignstudio.com)

### Knowledge Quarter

London's Knowledge Quarter (KQ) is the focal point for one of the greatest knowledge clusters anywhere in the world, located in a small area around King's Cross, Euston Road and Bloomsbury. Within a few hundred metres you can find knowledge resources ranging from the world's earliest books and manuscripts to the latest fashion and



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creative designs and cutting-edge medical research. As a gateway to knowledge of every kind, KQ opens doors for visitors, students, researchers and people who live and work in this dynamic part of London. Member institutions include the British Library, the Wellcome Trust, University of the Arts London, and Google.

[knowledgequarter.london](https://knowledgequarter.london)