



THINKFARM Virgin Radio

CASE STUDY

Interior Design

Many companies spend heavily on branded marketing materials and internal education programmes but fail to recognise the potential of interior design to surround staff, customers and partners with an idea.

Thinkfarm directed the refurbishment of Virgin Radio's Soho HQ and studio complex to create 'The house of the music we all love.'

[Read full case study](#) ➔

A golden opportunity to create a space that fits the brand.

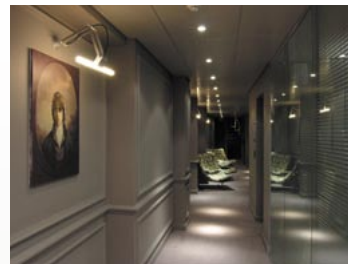


Background

Virgin Radio broadcasts rock'n'roll across the nation. It also operates a portfolio of other commercial stations covering everything from classic rock through to funk and soul. Thinkfarm has worked with VR since creating the original identity when the station first applied for its license and has over the years delivered a wide range of communications including print and TV ads, live event support and an extensive brand positioning exercise that is at the centre of Virgin Radio's offer – The Music We All Love.

Brief

The news that VR's offices and studios were due to be completely refurbished triggered Thinkfarm to suggest that Virgin seize this golden opportunity to create the 'House of The Music We All Love'. The space had to deal with the functional and technological requirements of a state of the art radio station and use an existing budget that had been allocated for a much more traditional facilities refresh.



Our Response

With clear brand direction, a strong vision and attention to every detail, Thinkfarm and its interior design partners Precious McBane created an outstanding set of designs for the space. Taking references from rockers' mansions, touring paraphernalia and featuring key musicians as the bards of rock in gilt frames, the design scheme also featured 'pop art' inspired iconography in workspaces through the building, to deliver a powerful and visceral brand experience for staff and business visitors alike.

The team also managed the buying, fit out and detailing process, creating a number of featured artworks along the way, each of which help support the story of the VR brand.

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For further information please contact:

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Branding insight, strategy and hard working campaigns

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