



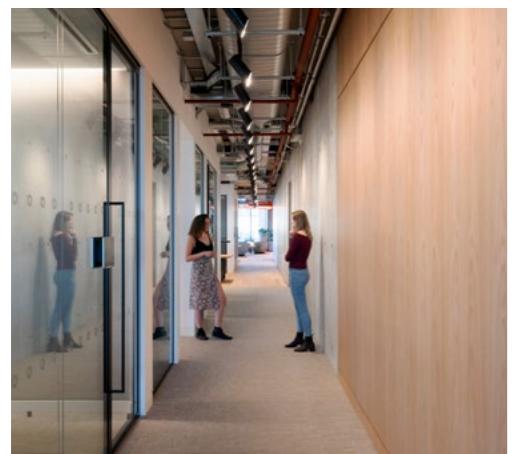
DOJO LONDON

CONSULTATION & SPACE PLANNING
FF&E DESIGN
FF&E PROCUREMENT & INSTALLATION
REPEAT CLIENT

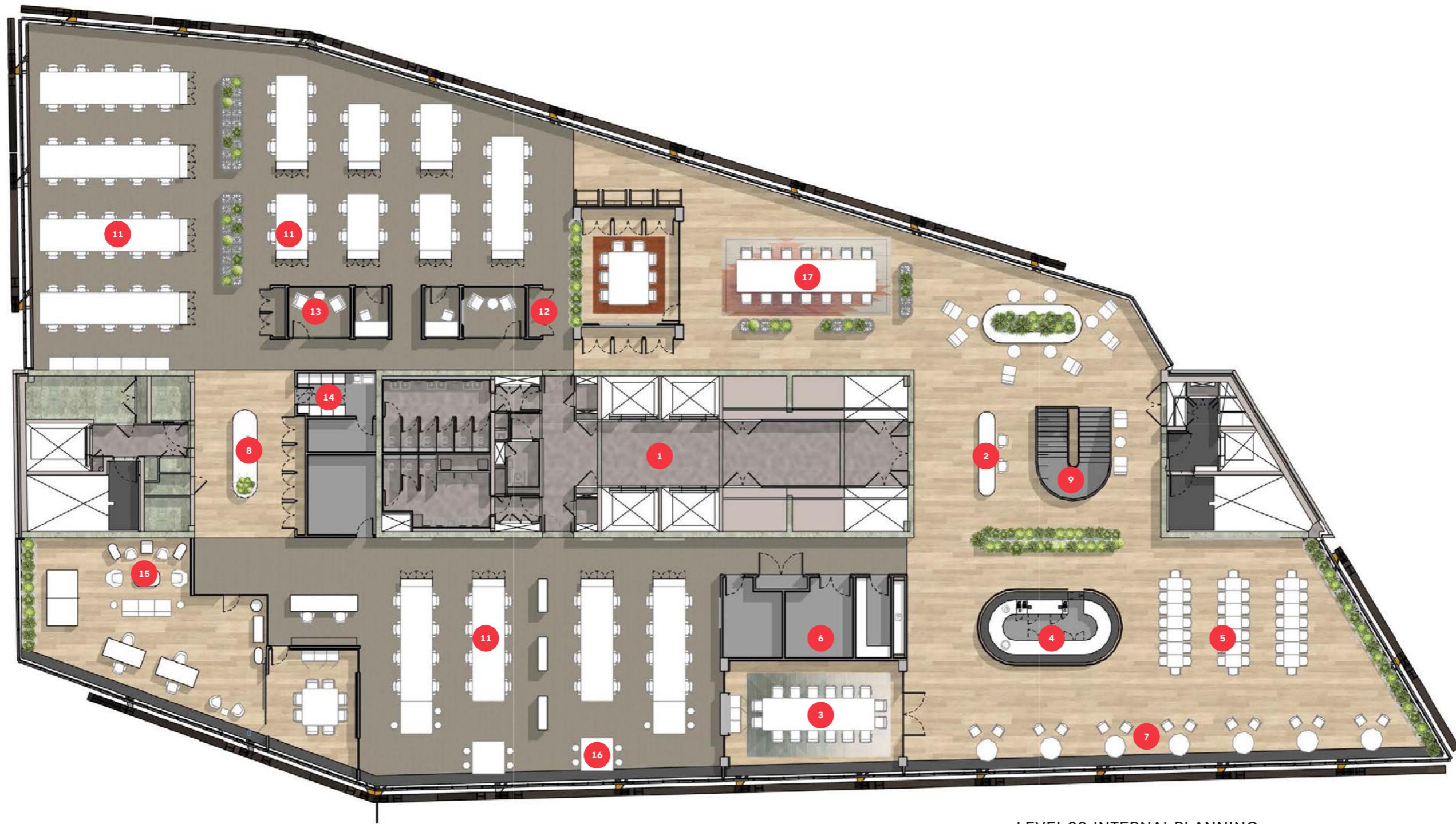
A truly flexible workplace, the Dojo offices connect the essence of home with the functionality of the office. Situated in London's Brunel Building, the Founders expressed that they wanted the best of both worlds – a flexible, professional, and contemporary workspace that reflected the start-up spirit of the business: the best of both worlds: the structure and the chaos.







Workplace and office design specialists, BDG Architecture + Design, and residential specialist Tollgard Studio were the perfect collaborators to create a new kind of working environment to answer the questions of living we face today. Both design team and clients set a brief to push boundaries in combining residential elements of comfort and style with all the utility and versatility of the office.



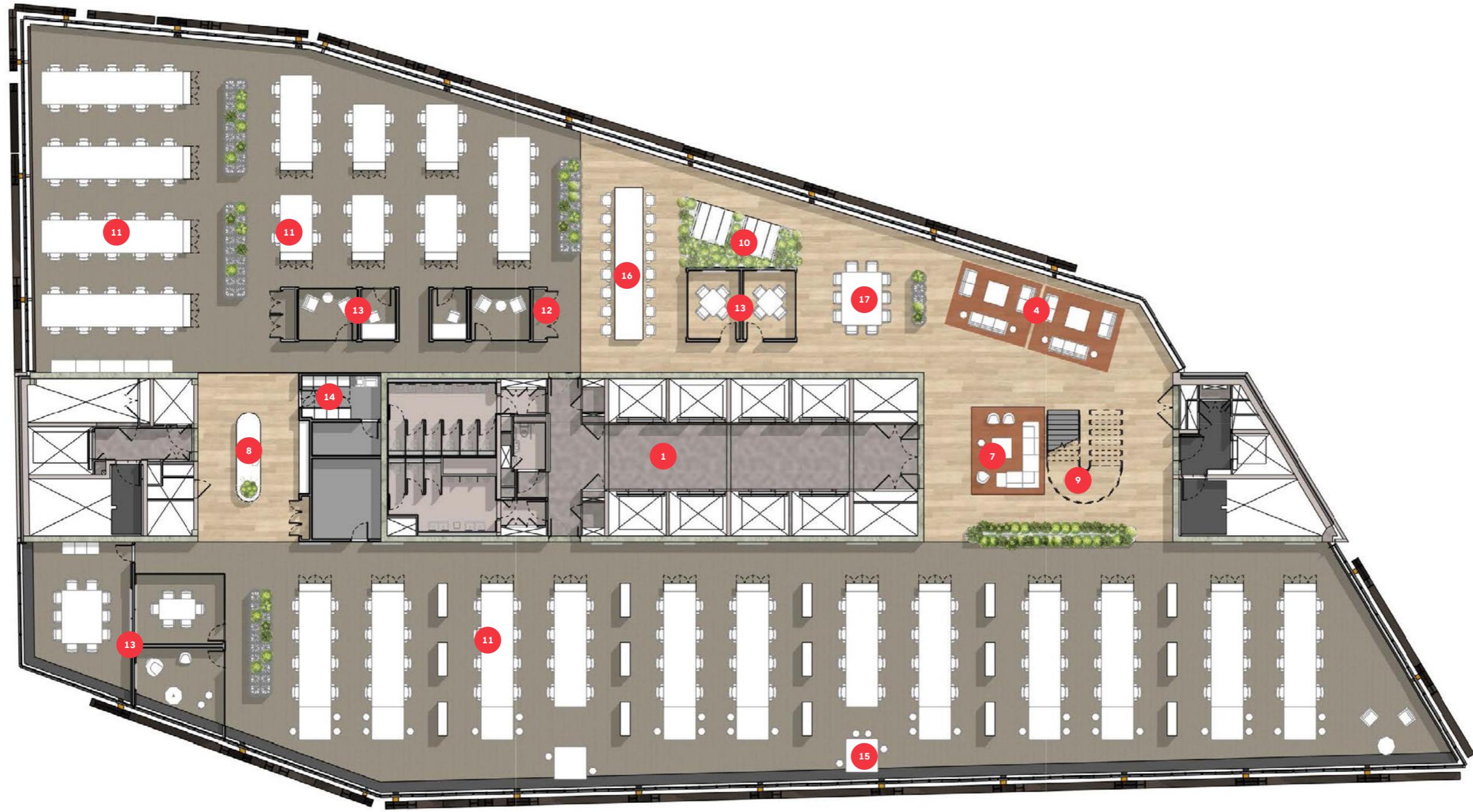
LEVEL 09: INTERNAL PLANNING

| | | |
|--------------------------|-----------------------------|--------------------------|
| 1. Lift Lobby / Arrival | 7. Social Hub, Side bar | 13. Meeting Room Cluster |
| 2. Reception | 8. Tea Point | 14. Store / package room |
| 3. Board Room | 9. Feature stair | 15. Founders Offices |
| 4. Social Hub coffee bar | 10. Break Out | 16. Collab Breakout |
| 5. Social Hub Townhall | 11. Workspace Neighbourhood | 17. Hot desking |
| 6. Store | 12. Coat store | |

At the core of Dojo's business success is its speed and ability to respond nimbly to client needs in a way its larger competitors can't match. The Founders were laser focused on creating a working environment that allowed them to maintain that speed and agility as they grew. The result was a brief to embed hyper flexibility into the workspace.

This flexibility would allow teams to re-configure their space several times a day, create meeting spaces, move walls, workshop, present and VC as their workflow determined. It meant teams could grow and shrink overnight without building work and that freedom allowed the business to experiment, learn and evolve without restriction.

Tweaking the balance of the design's four defining characteristics: minimal, hackable, industrial and domestic, throughout the floors creates an energy that the Founders wanted to maintain in moving from their original start-up premises.



LEVEL 08: INTERNAL PLANNING

- 1. Lift Lobby / Arrival
- 2. Reception
- 3. Board Room
- 4. Social Hub
- 5. Social Hub Townhall
- 6. Store
- 7. Lounge
- 8. Tea Point
- 9. Feature stair
- 10. Break Out
- 11. Workspace Neighbourhood
- 12. Coat store
- 13. Meeting Room Cluster
- 14. Store / package room
- 15. Collab Breakout
- 16. Hot desking
- 17. Another point of interest

Understanding the need for adaptable spaces for casual collisions and cross-functional working, the team proposed solutions like modular meeting tables, booth seating and glazed meeting rooms – as well as a central hub that acts as the epicentre of the two floors.

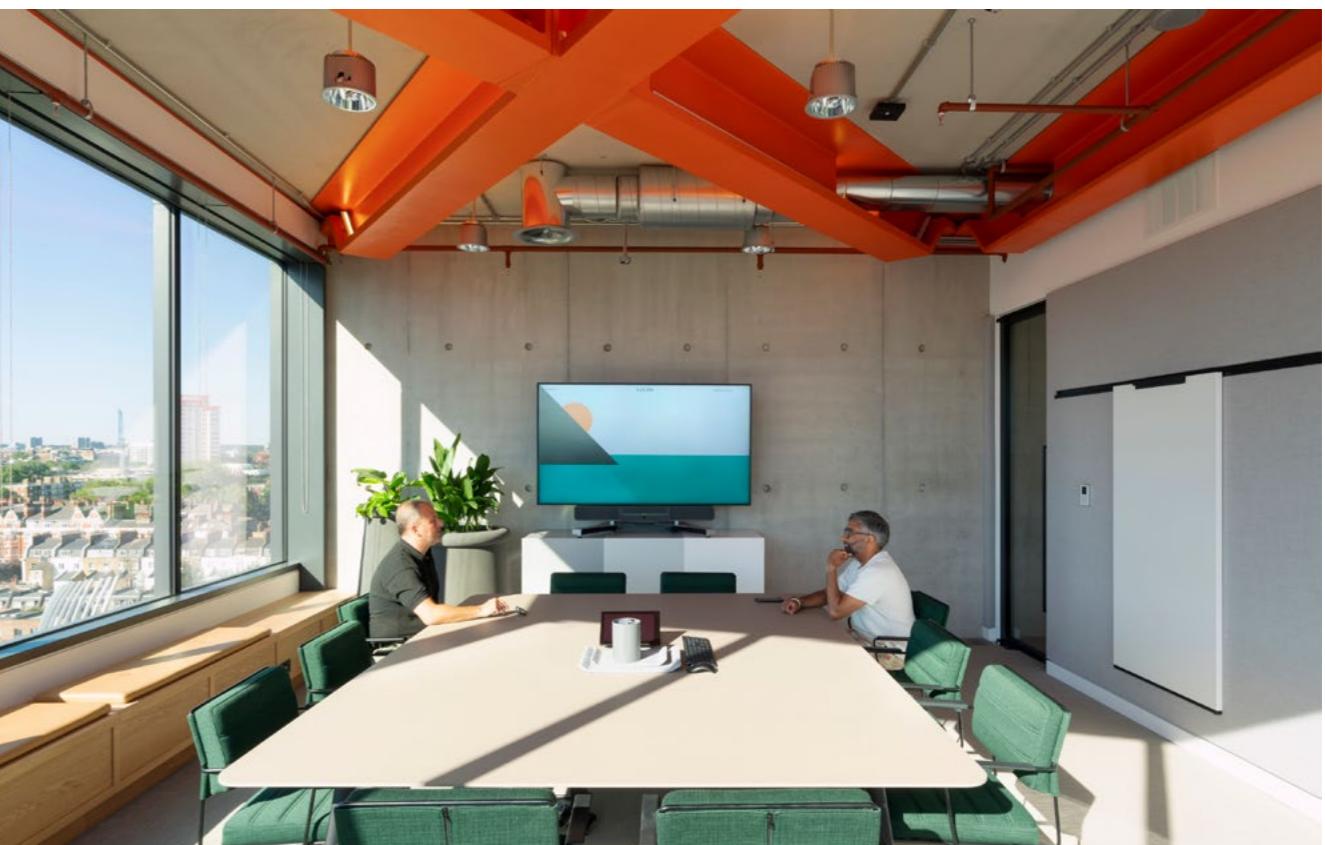
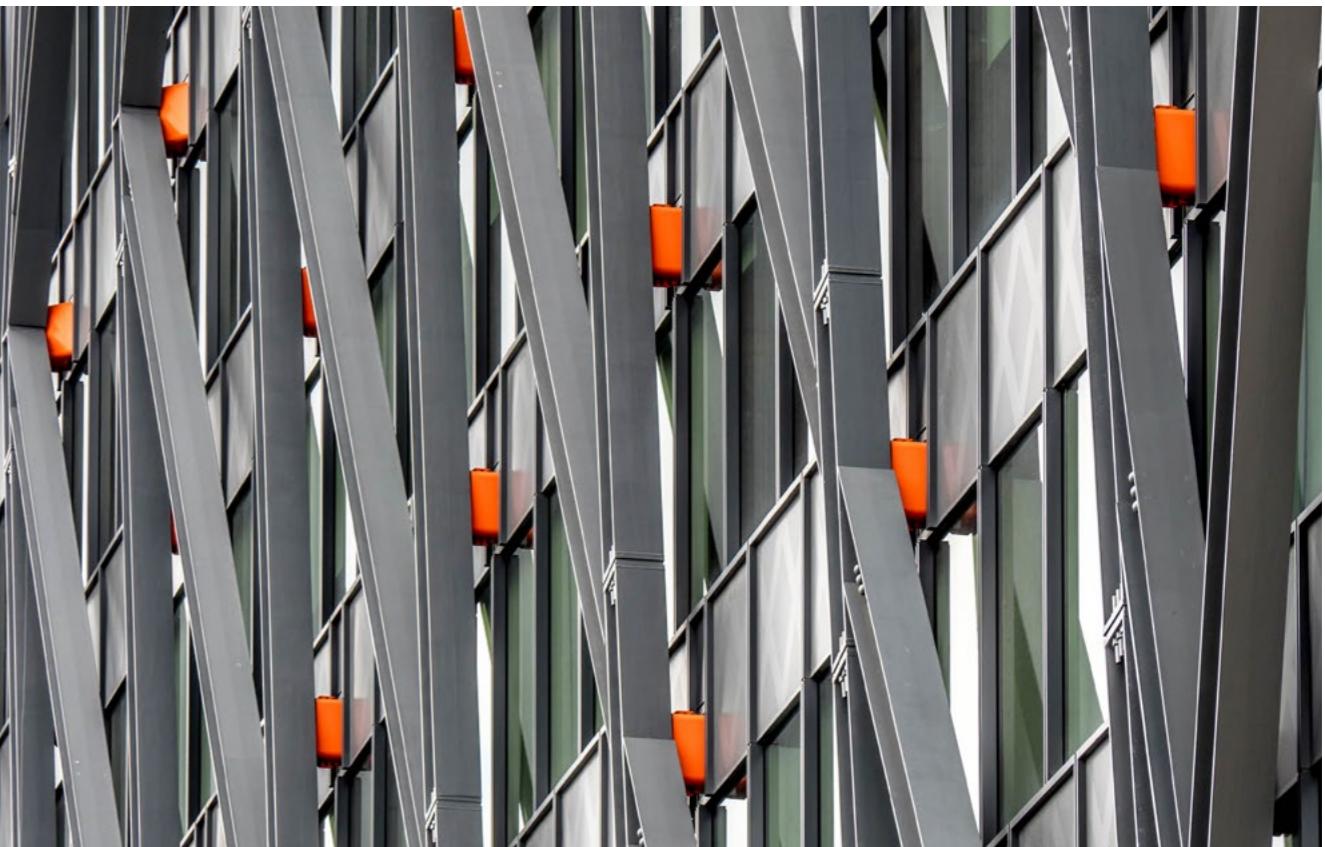
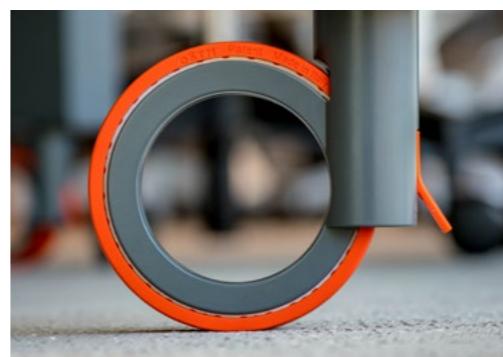
A welcoming, well-proportioned series of flexible spaces embrace the natural light from the glazed surround.

Bold planting is one of the design's defining features, demarcating spaces in the place of fixed partitions.

The new office projects Dojo's brand values of innovation and transparency – to employees, customers and the wider world.

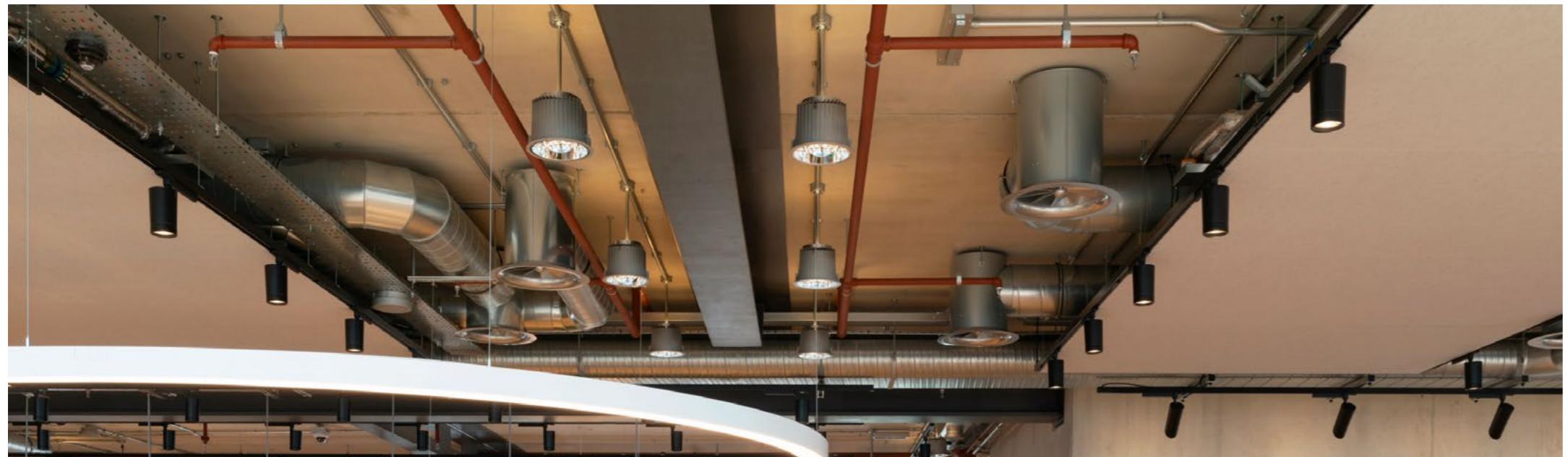


The clients' choice of this iconic building posed an early challenge. The Brunel Building's sculptural diagrid frame is a nod to the engineering history of Paddington and the Great Western Railway. They loved the concrete core and the exoskeletal structure with its orange architectural details. With the concrete core the hero – exposing it at every point and not covering up – was a constant challenge. Steel and concrete are industrial materials, yet the brief required a soft residential palette.



To preserve the essence of home, energising colours and natural materials were used for the FF&E and any architectural insertions. This included the wooden-clad waterpoints, flooring, and the perimeter and meeting room banettes. Bold planting is one of the design's defining features, demarcating spaces in the place of fixed partitions. The feeling of an interior parterre contrasts with the tight urban grain of Paddington outside.





This central area also acts as a place for events such as town hall meetings, training and after-work socials. It has been purposely designed to reinforce the culture of collaboration through 'accidental collisions at the water cooler', and staff are actively encouraged to spend time there working remotely.

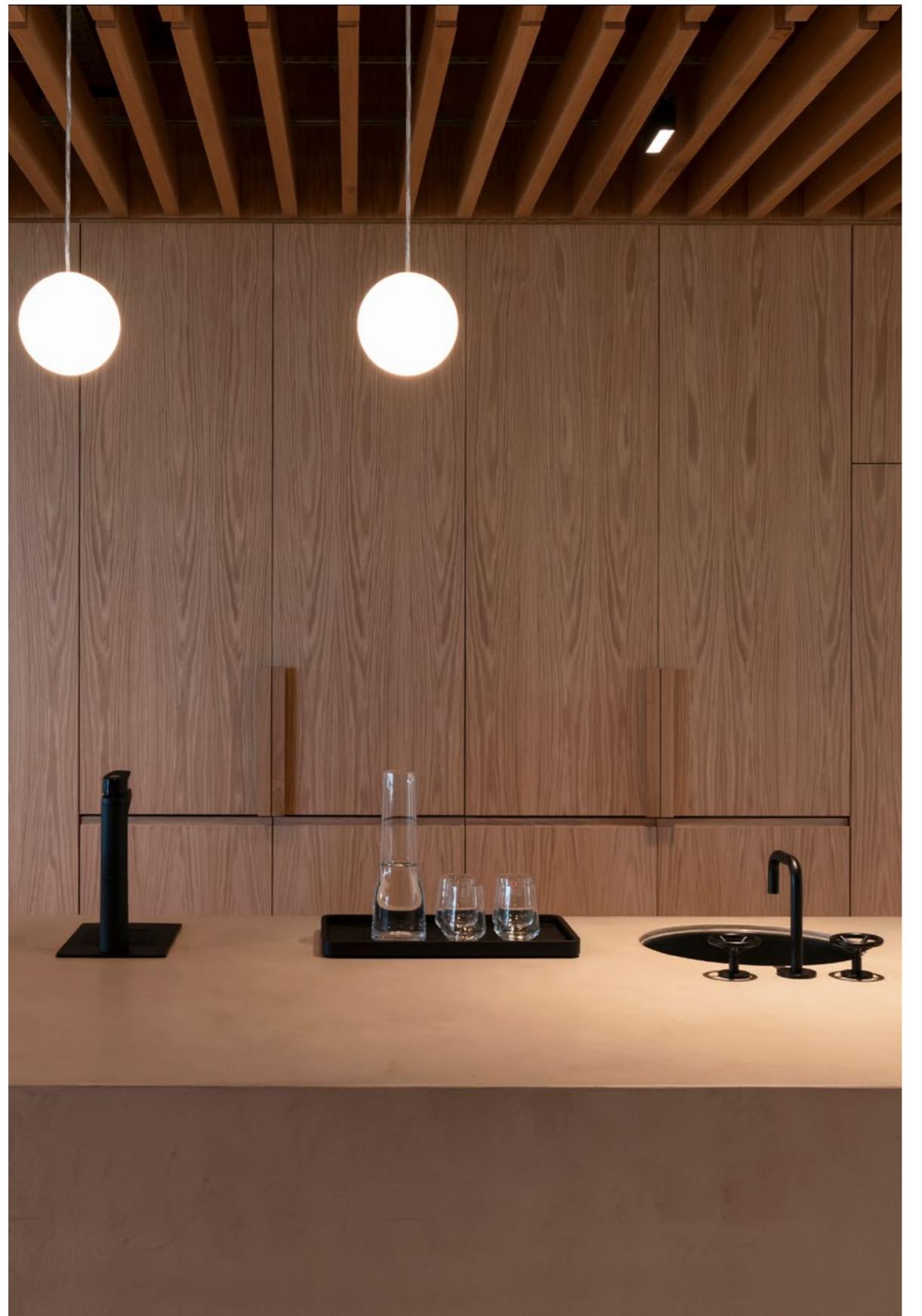




At the hot-desking area on the 8th floor, the hero piece of furniture is a huge table in oak, based on a bespoke design from Tollgard Studio. Produced in the UK by specialist makers Benchmark, its single metal leg is engineered into the floor. Its industrial design is not just a nod to the building's heritage – it was manufactured by the same company that made the building's exo-skeleton.







The Founders' love of minimalism is most explicit in the design of the 'water-cooler' moments. Beautifully conceived, functional moments are expressed in oak and concrete, with tactile brassware and moments of greenery. Functional sculpture at its most functional.

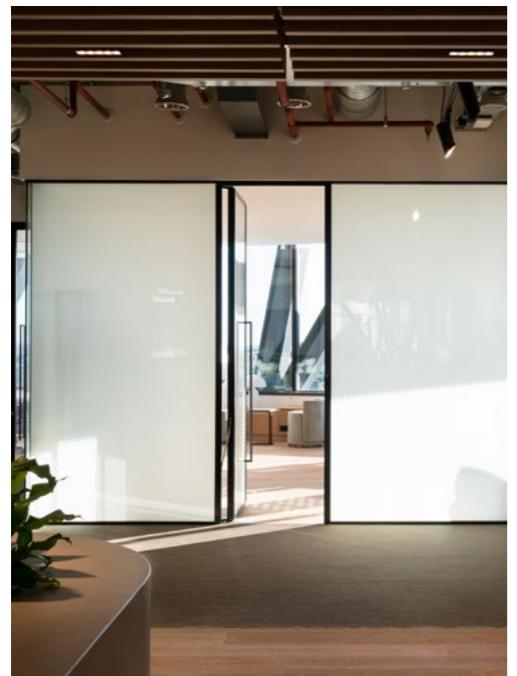




The boardroom showcases the technology and connectivity that drives Dojo, softened through classic design pieces and the energising insertion of colour.



On Level 9, the Founders' office has also been designed to be a multi-purpose environment and encompasses five modes of working: 'Meet', 'Play', 'Focus', 'Socialise' and 'Learn'. The welcoming, well-proportioned space has a soft-seating lounge area, a table tennis table, a break-out area for brainstorming, as well as two large desks.

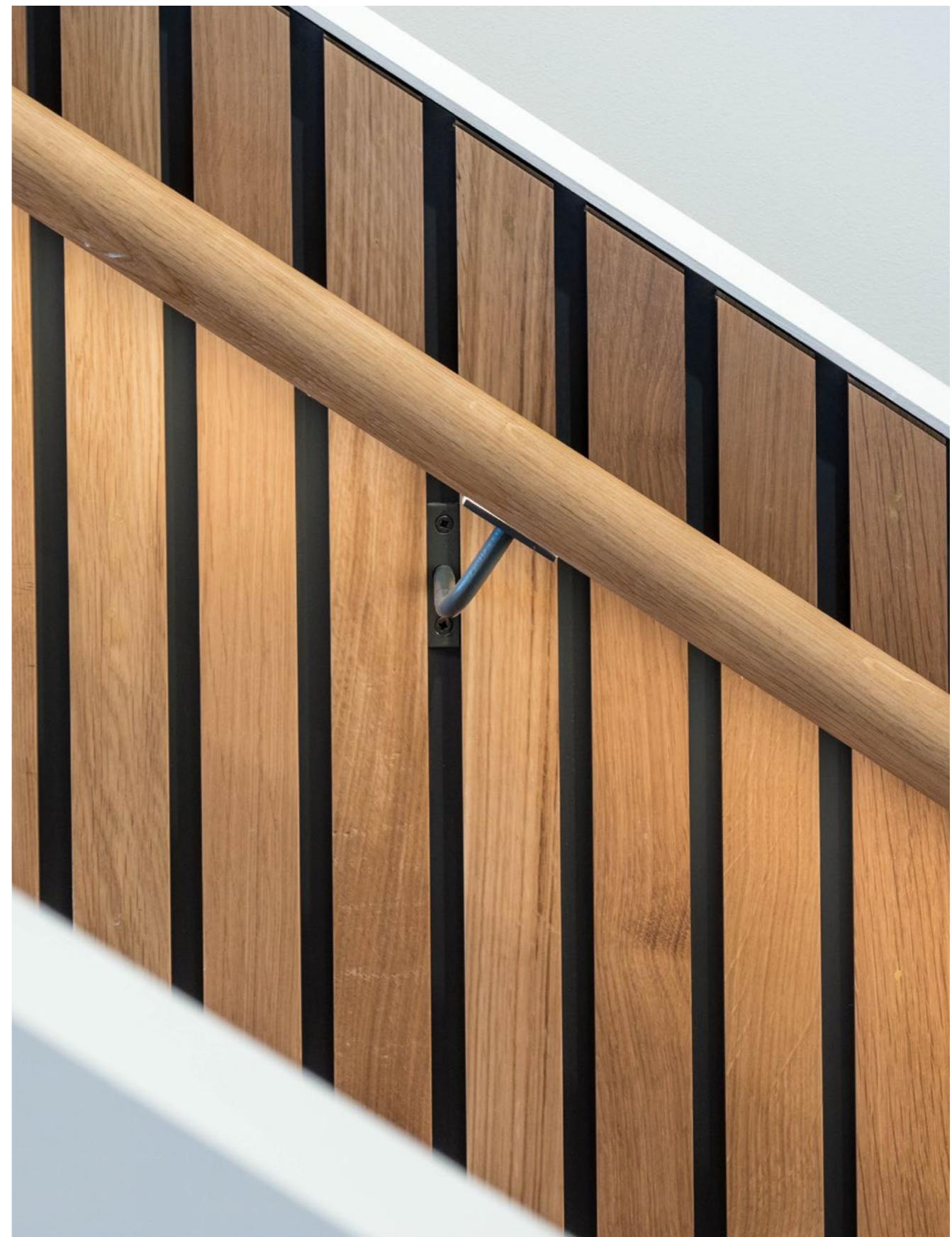




For a residential, timeless, and mid-century modern feel, especially in the Founders' offices, Tollgard chose classic and future heirlooms, including Agape Casa marble desks, and pieces from Canadian studio Man of Parts.



A key design challenge was how to connect the two floors organically and encourage a flow of movement. It was essential to retain natural light with a structure that would still feel permanent. The team looked to the past for inspiration, specifically Le Corbusier's concept of creating movement through space. The solution of a softly curved wooden staircase created an inviting bridge for connection at the heart of the two floors.







There are no loud design statements, but the central staircase that joins the two floors – a homage to Le Corbusier's Villa Savoie – impresses with its folding volumes.



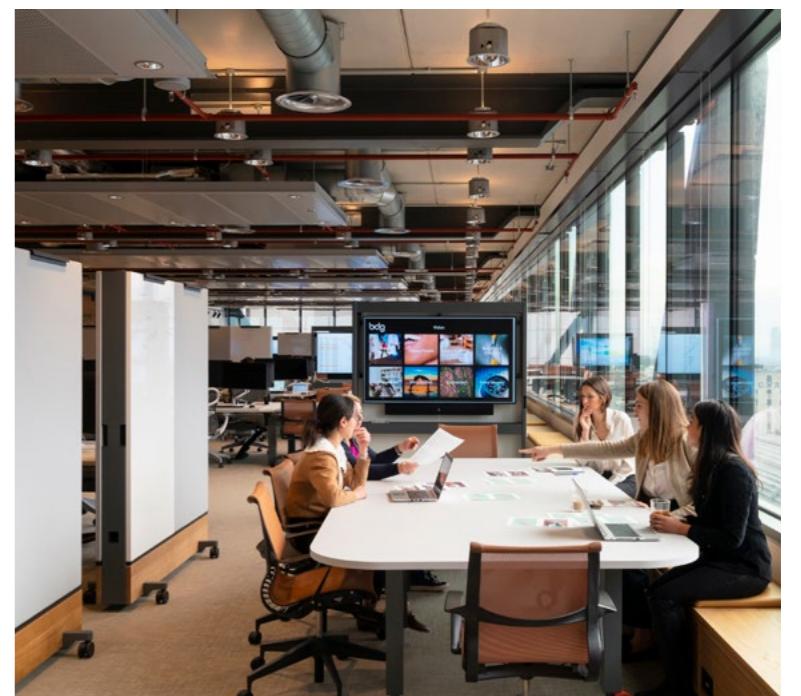
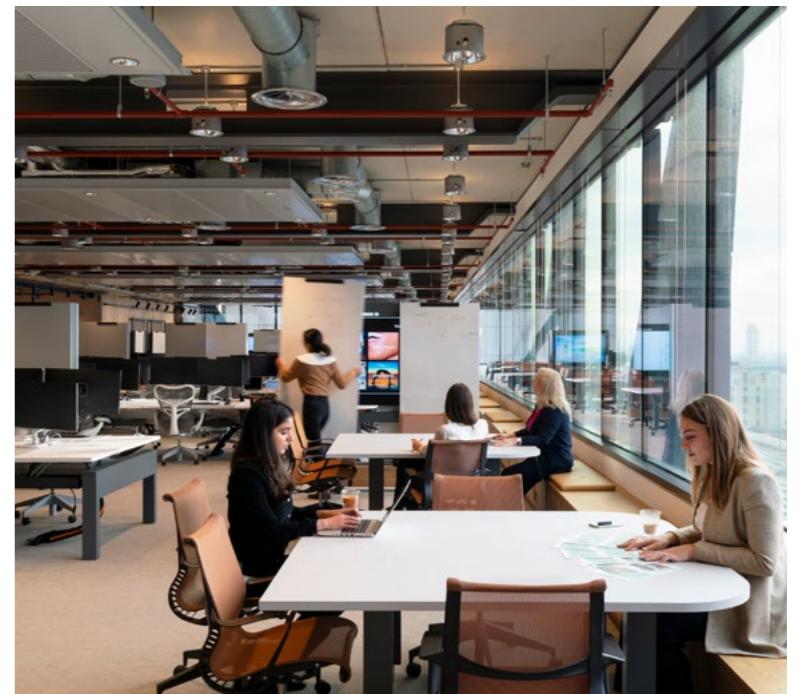
Gerrit Rietveld Utrecht armchairs and Florence Knoll coffee tables express the domestic modernist theme while new contemporary classics from Cassina, Living Divani and Flos deliver a contemporary edge.

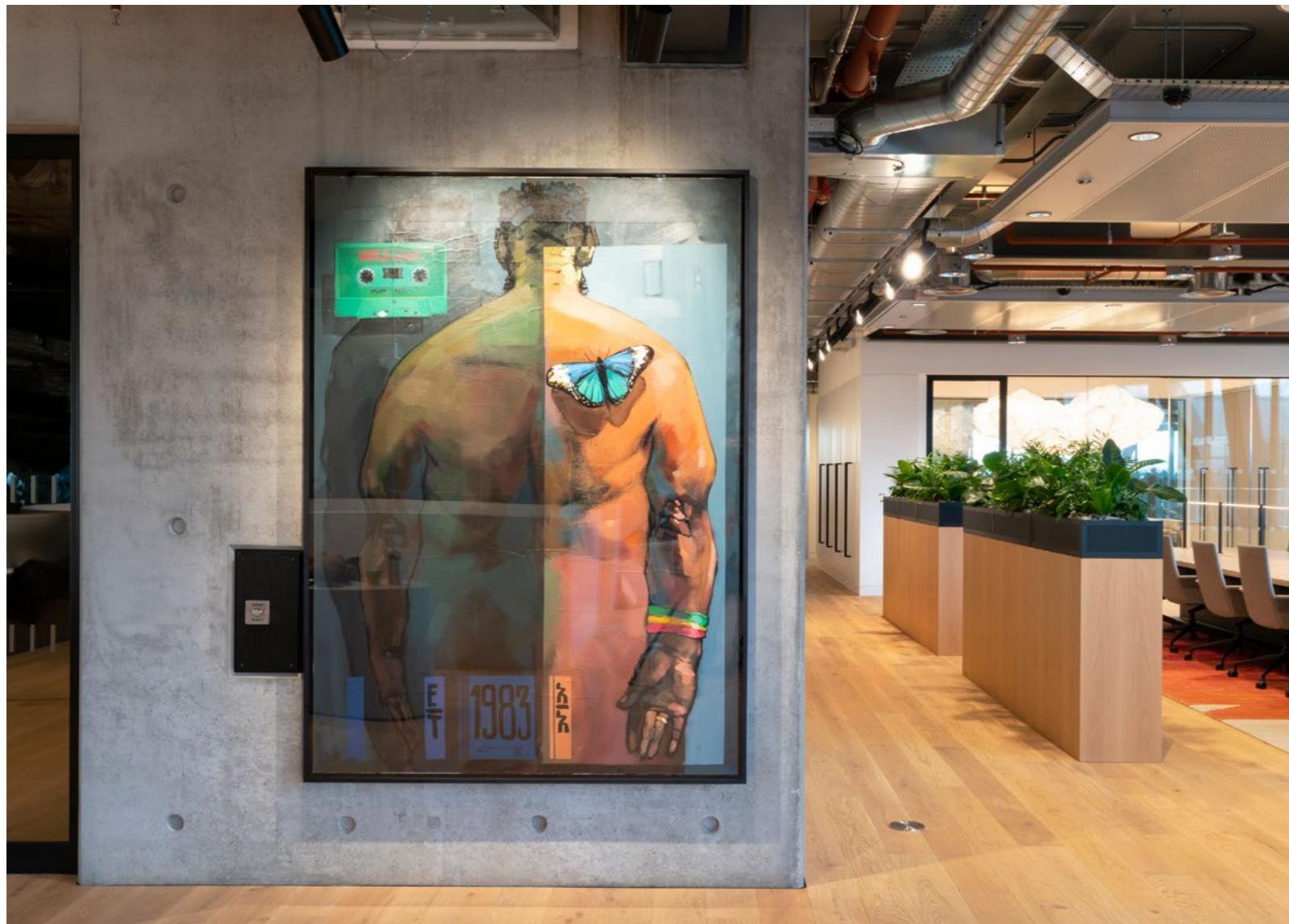


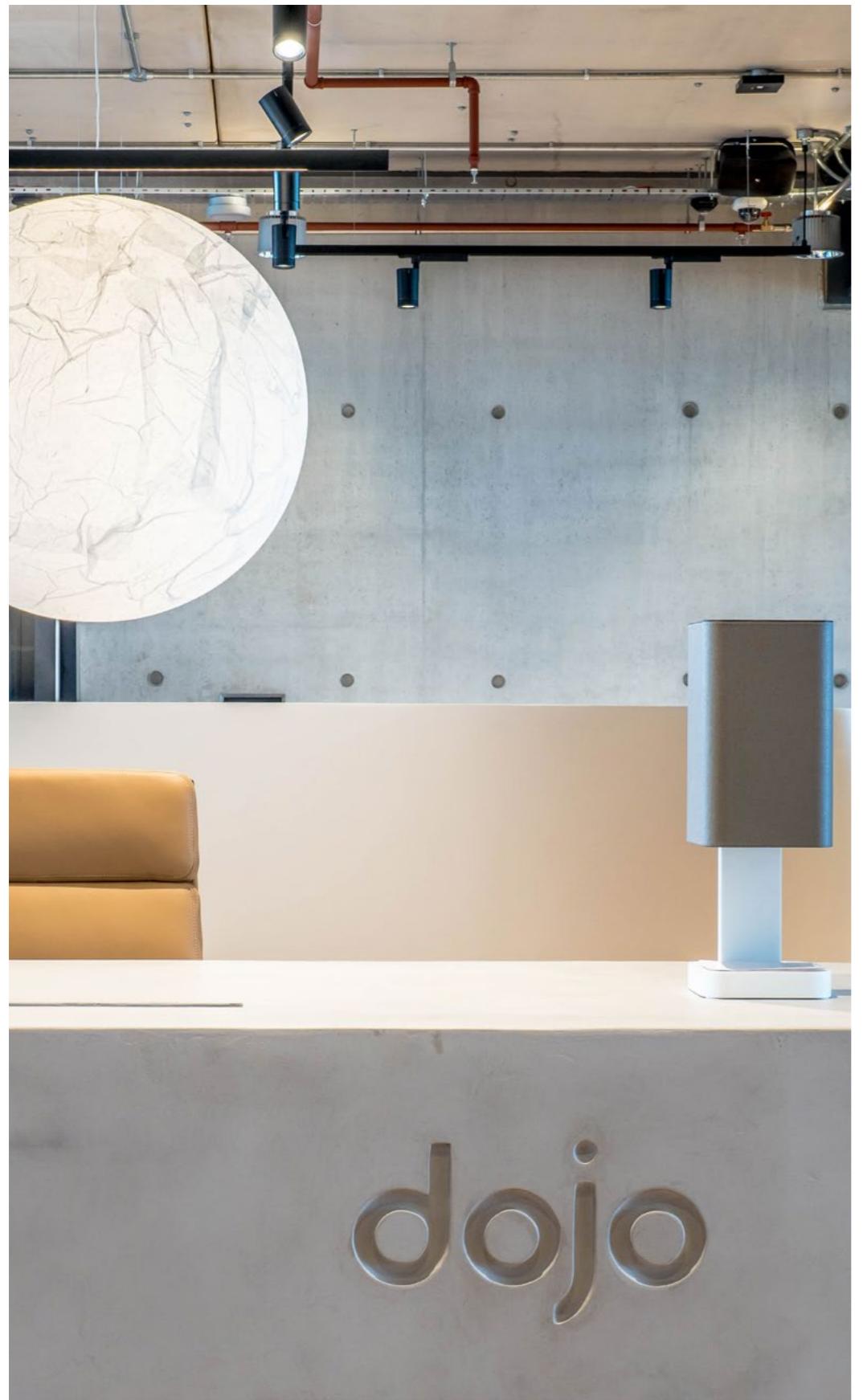
The red thread of warm minimalism is expressed through the grey colour palette and domesticated through the insertion of oak finishes.



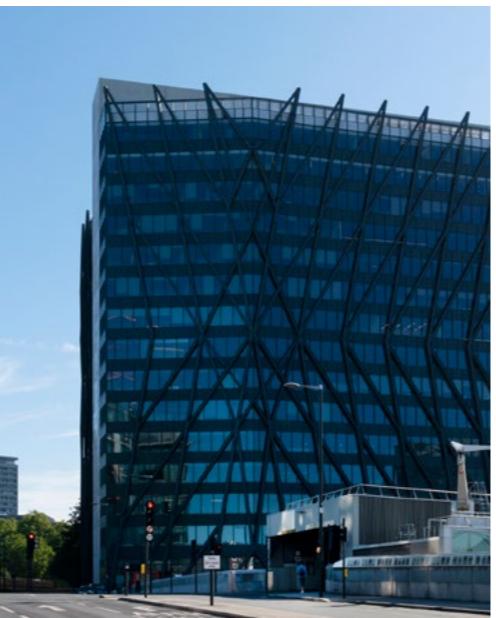
The request for constant evolution is at the heart of the Founders' values. A system was developed to deliver a beautifully considered kit of parts that could be adapted by the users of the space. The team delivered flexibility through adaptability with furniture connections, power sources, cable runs and concealed storage throughout.







The interior works in harmony with the architecture of The Brunel Building and also takes inspiration from the engineering heritage of the local area, which is synonymous with the original Great Western Railway.



“You guys were the dream team! And you really pulled off something very special. It's all so beautiful and yet so functional. So respectful of the building architecture, yet so warm. The journey of discovery was most enjoyable for us. And the discovery continues every day that we are in the office and our eye lands on a small but beautifully executed detail... or when we simply kick back and admire the delicate balance you achieved of everything we ever wished (and so often struggled to articulate). A massive thank you.”

George and Jan
Dojo Founders

Featured Brands

- &Tradition
- Agape Casa
- A-N-D Lighting
- Anour
- BD Barcelona
- Benchmark
- Brunner
- Cassina
- CS Rugs
- Davide Groppi
- De la Espada
- Design House Stockholm
- Established & Sons
- Flos
- Giobagnara
- Golran
- Herman Miller
- Humanscale
- Indigenus
- James Stickley
- Jennifer Manners
- Jot Jot
- Juniper
- Karakter
- Knoll (Home)
- Knoll (Systems)
- Kvadrat
- Le Klint
- Living Divani
- Magis
- Man of Parts
- Minotti
- Nikari
- Occhio
- Oluce
- One Collection
- Parachilna
- Penta
- Piet Boon
- Punt
- Rakumba
- RBW
- Rimadesio
- RS Barcelona
- Skram