



Red Tree Magenta

A future proof office design in Shawfield, Glasgow

Clyde Gateway, Scotland's biggest regeneration program, initiated a project to build the first commercial building at Magenta Business Park in Shawfield, located on the outskirts of Glasgow. The project was a catalyst in the market to demonstrate the viability of a remediation strategy for the wider site. The design vision was to provide a range of office space from 113 square feet to more than 7,185 square feet with shared reception, meeting rooms, social breakout and ancillary space in line with the existing Red Tree brand. The building had to deliver flexibility to accommodate changes in tenants' needs.

NORR designed the commercial building to align with the proposed masterplan, as there was no actual context in place following extensive demolition of industrial structures and environmental remediation of the former contaminated site. The project was the first building on this masterplan site and set the design and sustainability credentials for the wider area. The pavilion design has four distinct frontages and is formed in a monolithic and singular material to the roof, walls and soffits. The monopitch roof is subverted through the introduction of angles to respond to key contexts. The main facade rises to 5 stories, dropping dramatically across the head to follow the pitch of the roof, and caps a deep frame with an oversized window overlooking the primary approach.

Future proofing was achieved through repetitive service layouts relating to window locations and lightweight partitions built off raised access flooring, allowing partitions to move easily within planned modules. Services were routed along a central corridor and fed into units at each bay to allow future adaptability. Within office spaces, Holorib slabs and steelwork are exposed allowing easy access to services and providing greater volume to these spaces.

Achieving a BREEAM Very Good and an EPC A rating, the building was completed in 2019 and was fully let in 11 weeks, proving the regeneration and transformational change realized the project vision. Red Tree Magenta contributes significantly to Clyde Gateway's three key objectives; sustainable place transformation, increasing economic activity and developing community capacity.

CLIENT	Clyde Gateway, Mace Ltd, Robertson Construction
PORTFOLIO	Commercial
SIZE	30,140 SF (2,800 SM)
CATEGORY	Ground Up Building
LOCATION	Shawfield, North Lanarkshire, Scotland, UK
DATE	December 2019
SERVICES	Architecture

AWARDS

- Herald Property Awards, Commercial Development of the Year, 2019

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Commercial

NORR's focus on high-performance buildings is supported by our integrated design approach, with architects, interior designers and engineers working in unison to create optimum solutions. Our project experience extends across the entire spectrum of services, from master planning to workplace strategies. We take a client-centric approach to every project to deliver on business objectives and long-term value and efficiencies.

Designing to Meet Business Objectives

Our commercial architecture design approach is to create impactful, creative and sustainable projects to respond to our client's very specific goals and business objectives. We design for the future by creating state-of-the-art office structures and interiors that support healthy environments for the workforce. This enables higher employee productivity and lower operating costs. We do this through research and selection of mechanical, electrical, life safety, elevator and communications systems, sustainable materials and programs for each and every design project. The result is measurable performance against business objectives.

Creating for Long-Term Value and Efficiencies

We also know that it is critical that office buildings, workspaces and systems, be designed for flexibility, to accommodate the changing demands of tenants, and their workforce, over time. Expectations of the work environment and the rapid advance in technology are major factors in design. Building owners and employers

need to offer a gamut of completely-wired, flexible floor plates, collaborative and hoteling workspaces and employee amenities to remain competitive for tenants and skilled talent respectively. At NORR, we design for today, and tomorrow, to ensure our clients realize long-term value.

Sustainable building practices are also relevant when considering resiliency in the designs of building envelopes and reducing the environmental footprint, resulting in cost and energy savings. We've partnered with our clients to realize efficiencies on everything from brownfield projects to renovations to adaptive reuse structures. In every instance, we embrace the vital role that design plays in our lives and communities.

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