



The Code Computer Love headquarters

Manchester, United Kingdom



Code Computer Love is a company with a high profile in the field of digital communication and marketing. Following work on the new company headquarters in Manchester, a semi-basement premises in a quite plain and nondescript residential area has been transformed into an environment that reflects the concepts and organisational structures adopted by the company in servicing its clients. Code Computer Love eschews a traditional top-down hierarchy, preferring equality, transparency, informality,

communicativeness and enjoyment in its approach to corporate structure and work ethos. The architects have translated the organisational setup of the company into a spatial figure that fits comfortably into the empty space of the single floors, entrances, horizontal flow and exit routes. According to Andrew Wallace Architects: "The fit out of the basement shell originates from Code's organisational concepts and structures. The manifestation expressed itself physically as an interior landscape that rejects the typical grid

uniform pattern of the more traditional office environment in favour of extended linear group gradient fields." The curvaceous interior and fluidity allow for a spatial flow that enhances cooperation, communication, creativity and visual stimulus within the company and its different departments. The gradient fields create work stations that begin by evolving into a dynamic and enveloping architectural form, contrasting with static elements on the inside that serve to fill up the space.



These elements, which rise to the ceiling level, provide the conduit that carries power and data services to each of the work stations and at the same time creates a visual tension directed toward the glass façade, where it forms a sign bearing the company logo, investing an otherwise characterless frontage with intensity and energy. The façade is given added vibrancy by large expanses of window glass that establish a visual link between the external and internal environments. The curvilinear forms of the

meeting room constitute the focal point of the office, where ideas and information are exchanged and discussed. The transparent room extends from the floor up to the ceiling, adding increased visual tension and at the same time permanently reflecting the company's transparent approach to professional ethics. Red is the main colour used in the design. The architects considered it a bold colour with seductive connotations, in keeping with the name of the company - Code Computer Love'.